

Panaji, 14th March, 2024 (Phalgun 24, 1945)

SERIES I No. 50



# OFFICIAL GAZETTE GOVERNMENT OF GOA

PUBLISHED BY AUTHORITY

## NOTE

*There is a Supplement and an Extraordinary issue to the Official Gazette, Series I No. 49 dated 7-3-2024, namely:—*

(1) *Supplement dated 7-3-2024 from pages 2925 to 2934, Notification from Department of New & Renewable Energy regarding the Revalidation of scheme for implementation of component B of PM-KUSUM.*

(2) *Extraordinary dated 12-3-2024 from pages 2935 to 2936, Notifications from Department of Law regarding various Acts.*

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**GOVERNMENT OF GOA**

Department of Agriculture  
Directorate of Agriculture

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**Notification**

3/4/Agron/PPG/3-2(1)/2023-24/  
/D.Agro/1260

Sub.: Addendum to the notification of State Sector Scheme "Assistance for High Yielding and Certified Seed".

- Ref.: - 1) Notification No. 3/4/Agron/PPG/3-2(1)/2013-14/D.Agro dated 28-06-2013 published in the Official Gazette, Series I No. 15 dated 11th July, 2013.
- 2) Notification No. 3/4/Agron/PPG/3-2(1)/2021-22/D.Agro/453 dated 27-08-2021 published in Official Gazette, Series I No. 23 dated 2nd September, 2021.

**Addendum**

a) Sr. No. 5. Pattern of Assistance: Following points are to be added for para 5 before para 6: Guidelines and procedure on page 727 of original notification.

- The farmers have option to purchase required quantity of High Yielding and Certified seed of paddy, groundnut and pulses directly from seed dealer of their choice after payment of full cost of seeds. Under such condition, subsidy of 50% of standard cost fixed by department from time to time or actual cost whichever is less shall be reimbursed to concerned farmer on production of bills towards purchase of seeds. The amount of subsidy to be reimbursed shall be decided based on the standard cost of seeds fixed by department from time to time, standard seed rate i.e. standard quantity of seeds required to sow one hectare, area covered by farmer.

- The farmers should purchase the high yielding and certified seeds from the seed dealer registered with Directorate of Agriculture or dealer having licence to sell the seeds issued by competent authority.

b) Para 6: Guidelines and Procedure: Following para to be added after point No. (vi) on page 728 of original notification:

(vii) In case farmers purchase seeds of High Yielding and Certified seed of paddy, groundnut and pulses at full costs directly from seed dealers, under such condition concern farmer shall submit application to the Zonal Agriculture Officer (ZAO) of his/her jurisdiction along with bills towards purchase of seeds. The ZAO upon receipt of application shall verify the quantity of seeds purchased and area covered by farmers. After verification, ZAO will forward the application to concern District Agriculture Officer for sanction with recommendation of amount of subsidy to be reimbursed to farmer.

Other content of notification remains the same. The addendum shall come into force from the date of their publication in the Official Gazette.

This issues with approval of the Government and the concurrence of the Finance (Exp.) Department under their U. O. No. 1400095946 dated 28-02-2024.

By order and in the name of the Governor of Goa.

*Nevil Alphonso, Director of Agriculture & ex officio Joint Secretary.*

Tonca-Caranzalem, 11th March, 2024.



**Department of Co-operation**  
Office of the Registrar of Co-operative Societies

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**Order**

42/2/2001/TS/RCS/4616

Ref.: - Notification No. 60/169/GOI/MOC/TS-I /RCS/1199 dated 26-06-2023 published in Official Gazette, Extraordinary No. 4, Series I No. 12 dated 26-06-2023.

Sub.: - Adoption of Model Bye-laws for Primary Agriculture Credit Societies (PACS)-Reg.

Whereas, the Registrar of Co-operative Societies by Notification dated 26-06-2023 referred to above had notified the bye-laws prescribed by the Central Registrar as Model Bye-laws for the co-operative societies to be registered under section 8 of the Goa Co-operative Societies Act, 2001 and to be classified under rule 8 of the aforesaid rules as Primary Agricultural Credit Societies (PACS).

And whereas, vide said Notification, direction were issued to all Primary Agricultural Credit Societies (PACS)/Vividh Karyakari Seva Saunstha (VKSS) to amend their Bye-laws within a period of six months from the date of issue of above referred Notification, so as to be in conformity with these Model Bye-laws and get the same registered with the concerned Registering Authority.

And whereas, it was also mandated that, if any such society fails to bring its existing Bye-laws in conformity with these Model Bye-laws by carrying necessary amendments within the aforesaid time frame, the concerned Registering Authority shall initiate action in terms of section 12 of the aforesaid Act and register such amendment and issue to the society a copy thereof certifying that the Bye-laws shall be deemed to have been duly amended with effect from the date of such registration and the same shall be binding on the society and its members subject to the appeal made to the Tribunal, if any.

And whereas, the period of six months has lapsed on 26-12-2023 and the PACS have not given an effect to the notification dated 26-06-2023.

And whereas, notification No. 60/169/GOI//MOC/TS-I/RCS/1199 dated 26-06-2023, has notified the Bye-laws appended to the said notification as the Model Bye-laws for Primary Agricultural Credit Societies (PACS). The

proposed co-operative societies intending to get registered as PACS shall adopt these Model Bye-laws as their First Bye-laws.

Now therefore the Asstt. Registrar of Co-operative Societies (ARCS)/Unit In-charge, are hereby directed to exercise the powers under section 12 of the Goa Co-operative Societies Act, 2001 and compulsorily amend the Bye-laws of the PACS and issue to the society a copy thereof certifying that the Bye-laws shall be deemed to have been duly amended with effect from the date of such registration and the same shall be binding on the society and its members.

This issues with the approval of the Government conveyed vide U. O. No. 779/F dated 11-01-2024.

*Arvind V. Bugde*, Registrar of Co-operative Societies & ex officio Joint Secretary (Co-operation).

Panaji, 29th February, 2024.



Department of Environment &  
Climate Change

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### Corrigendum

GCZMA/GEN-MISC/13-14/Part-IV/1830

Read: Corrigendum No. GCZMA/GEN-MISC/13-14/Part-IV/1794 dated 04-3-2024, published in the Official Gazette, Series I No. 49 dated 7th March, 2024.

In the above referred Corrigendum, at Sr. No. 1 : Upto 300 sq. mt. may be read as fees 2000/- instead of 20000/-.

The rest of contents remain the same.

*Johnson B. Fernandes*, Director (Envt.) & ex officio Jt. Secretary.

Panaji, 8th March, 2024.

Department of Finance  
Debt Management Division

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**Office Memorandum**

12/1/2023-Fin(DMU)/87

Read: Office Memorandum No. 12/1/2023-Fin(DMU)/555 dated 12-12-2023 published in the Official Gazette, Series I No. 38 dated 21-12-2023.

In the partial modification to the Office Memorandum read in the preamble, the Government is pleased to amend clause 2 (i) of the Office Memorandum as follows:

(i) A permanent Government employee who has attained the age of 45 years or who has completed 20 years of regular service may seek voluntary retirement by a written request to the Appointing Authority.

The rest of the contents of the Office Memorandum read in the preamble shall remain unchanged.

*Pranab Gajanan Bhat*, Under Secretary (Finance).

Porvorim, 13th February, 2024.

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**Notification**

2/6/2013-Fin(DMU)/129

Read: Notification No. 2-6-2013-Fin(DMU)/551 dated 08-12-2023.

In partial modification to Notification read in preamble, the Government of Goa, further amends the "Chief Minister's Rozgar Yojana" (CMRY-2023) Scheme (hereinafter referred to as the "Scheme") as follows:-

In clause No. 10 "Other Terms and Conditions" of the scheme, the third expression i.e. "the Existing units and the units that have already availed any Government Subsidy (under PMRY, REGP, PMEGP, CMEGP or any other schemes of Government of India or State Government) are not eligible", may be read as "the Existing units and the units that have already repaid earlier loans of PMRY, REGP, PMEGP, CMEGP

or any other schemes, by production of No dues for the said loan may be considered under CMRY Scheme".

The rest of the contents of the said Notification read in the preamble shall remain unchanged.

By order and in the name of the Governor of Goa.

*Pranab G. Bhat*, Under Secretary, Finance (Budget-II).

Porvorim, 6th March, 2024.

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Directorate of Accounts  
Revenue & Control Division

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**Order**

DA/Control/7-28/2023-2024/TR-565/485

Subject: Setting up a new Sub Treasury Office in Panaji.

Pursuant to the shifting of the Headquarters of the Directorate of Accounts, from Fazenda Building, Panaji to its newly built premises at "Kautilya", Lekha Bhavan, Penha De Franca, Alto-Porvorim, Bardez-Goa 403521, sanction of the Government is hereby accorded for shifting of the Treasury Office, to the new premises of Directorate of Accounts at Porvorim w.e.f. 01-04-2024.

Further, sanction of the Government is also accorded for setting up of new Sub-Treasury office in the Tiswadi Taluka, which will be functioning at Fazenda Building, Panaji-Goa w.e.f. 01-04-2024.

The new Sub-Treasury Office, Panaji will be under the control of Treasury Officer, Treasury Office, Headquarters, Directorate of Accounts, Porvorim. Assistant Accounts Officer of this Directorate, shall hold the charge of Sub-Treasury Office, Panaji who will function as the Sub-Treasury Officer.

By order and in the name of the Governor of Goa.

*Dilip K. Humraskar*, Director of Accounts & ex officio Joint Secretary.

Porvorim, 6th March, 2024.

## Department of General Administration

**Notification**

23/1/87-GA&amp;C(Vol.V)/1080

In exercise of the powers conferred by Article 166 of the Constitution of India and all other powers enabling him in this behalf, the Governor of Goa hereby makes the following rules so as to further amend the Business of the Government of Goa (Allocation) Rules, 1987, namely:—

**1. Short title and commencement.**— (1) These rules may be called the Business of the Government of Goa (Allocation) (Forty-eighth Amendment) Rules, 2024.

(2) They shall come into force w.e.f. the 1st of April, 2024.

**2. Amendment of Schedule.**— In the Schedule appended to the Business of the Government of Goa (Allocation) Rules, 1987,—

(i) at serial number 39, under the heading "Department for Social Welfare", clause (i) shall be omitted;

(ii) after serial number 54, the following shall be inserted, namely:—

"55. Department for Empowerment of Persons with Disabilities:

(a) The Rights of Persons with Disabilities Act, 2016 (Act No. 49 of 2016) and rules framed thereunder.

(b) All the schemes (Central and State) related to persons with disabilities/Divyangans.

(c) District Disability Rehabilitation Centre.

(d) Providing grants to NGO/Special schools for disability for setting of physiotherapy centre.

(e) Unique Disability Identity Cards (UDID).

(f) Accessible India Campaign (AIC).

(g) The National Trust for Welfare of Persons with Autism, Cerebral Palsy, Mental Retardation and Multiple Disabilities Act, 1999 (Act No. 44 of 1999).

(h) Schemes for children with special needs.

(i) Providing grants to Sanjay Centre for Special Education.

(j) Schemes for Special schools."

By order and in the name of the Governor of Goa.

Shaila G. Bhosle, Under Secretary (GA-II).

Porvorim, 5th March, 2024.

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Department of Home  
Home—General Division

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**Order**

24/20/2016-HD(G)/655

Read: Govt. Order No. 24/15/2018-HD(G)/3090 dated 22-10-2018.

Sanction of the Government is hereby accorded for creation of the following two posts of Public Prosecutors as per the details shown below:-

Sr. No.	Designation of the post	Pay Scale	No. of posts created	
1	2	3	4	
	Non Ministerial (Non Lapsable) posts	Revised Scale as per VIIth Pay		
1.	Public Prosecutors	Level 11, (01 post of Public Prosecutor for Special Court under Protection of Children from Sexual Offences Act, 2012 and 01 post of Public Prose- cutor for Special Court under Immoral Traffic (Prevention) Act, 1956)	Pay Rs. 67,700/-	02
<b>Total</b>			<b>02</b>	

The expenditure on the creation of above posts would be met from the Budget Head mentioned against the posts.

Demand No. 05

2014—Admn. of Justice;

114—Legal Advisors & Counsels;

01/02—Public Prosecutors (North/South);

01—Salaries.

This issues with the approval of the Administrative Reforms Department vide their U. O. No. 772/F dated 14-10-2023, Personnel Department vide their U. O. No. 31/F dated 31-12-2023 and concurrence of Finance (R&C) Department vide their U. O. No. 1400094710 dated 21-01-2024.

The same has the approval of the Cabinet held in its XLIIInd meeting on 23-02-2024.

By order and in the name of the Governor of Goa.

Manthan Manoj Naik, Under Secretary (Home-II).

Porvorim, 4th March, 2024.



### Department of Information & Publicity

#### NO. DI/INF/HOARDING POLICY/2024

#### NOTIFICATION

#### Sub: The Goa State Outdoor Advertising Policy, 2024

#### BACKGROUND OF THE POLICY:-

The Hon'ble High Court of Bombay at Goa has taken Suo-moto cognizance of various illegal hoardings which has been erected road side at various places in Goa and accordingly initiated the proceeding bearing Suo Moto Writ Petition No. 1 of 2007 because of its concern regarding Safety of road users and on the grounds that hoardings, if not regulated, could constitute a disturbance for traffic and lead to accidents. In addition, there is the question of aesthetics and the fact that cities, towns and villages should avoid visual clutter. Similarly, another Public Interest Litigation Writ Petition No. 32 of 2011 filed by one Bandhagita Nadaf came to be sub judice before The Hon'ble High Court. It was brought to the notice of Hon'ble High Court by the Learned Amicus Curiae Mr. S.D. Lotlikar that despite several orders passed over such large span of time, the ghost of the illegal hoardings continues to haunt the cities, National Highways and other important places of public interest that there is a continuous activity of illegal hoardings being put up immediately after such hoardings are removed by the Authorities. The proliferation of unauthorised and objectionable hoardings are creating public nuisance is certainly reprehensible and causing public nuisance affecting the rights of citizen as guaranteed under Article 21 of The Constitution of India.

The Hon'ble High Court has noted some of the areas of concern:-

- i. Action to be taken by the authorities on illegal hoardings which ought to be a continuous exercise.
- ii. Accountability to be fixed to implement Rules and Regulations and for any inaction in that regard accountability to be fixed.
- iii. A permanent mechanism to be put in place whereby routinely all the Public Streets, roads and highways are monitored by officers in their respective jurisdiction.
- iv. As a consequence of such a mechanism, availability of up-to-date information in relation to all categories of hoardings, their locations, information on action taken on illegal hoardings with the dates of such action and all details thereof, on the date of such information sought for; the details of the owners of such structure and the agencies undertaking advertisements.
- v. Information in regard to the agencies applying for permission for advertisement, a database of which is to be maintained.

The Learned Advocate General responding to the concern as raised by Hon'ble High Court informed that the State Government at its highest level is looking into issues and is desirous to formulate concrete mechanism on such issues and informed the Hon'ble High Court that State Government shall be constituting High Power Committee which would consist of legal experts/ other experts as may be felt appropriate by the State Government which would deliberate on such issues and such deliberation can culminate into framing of appropriate Rules and Regulations. That the state Government desire to bring issue of hoardings under the umbrella of one centralized authority which would have jurisdiction on all aspects concerning the hoardings put up wherever in the State of Goa. Accordingly, the Learned Advocate General informed the Court that a Special Committee headed by Secretary (Revenue) as Chairman is constituted by the State Government. The other members of Committee are:

1. Collector (North)	Member
2. Collector (South)	Member
3. Superintendent of Police (North)	Member
4. Superintendent of Police (South)	Member
5. Superintendent of Police (Traffic)	Member
6. Director of Municipal Administration	Member
7. Director of Panchayat	Member
8. Chief Engineer (Road/National Highways)	Member
9. Chief Town Planner, TCP (Admn)	Member
10. Commissioner, Corporation of the City of Panaji	Member
11. Project Director, National Highway Authority of India (Admn), Goa	Member
12. Representative of the All Goa Hoarding Owners Association	Member
13. Ld. Advocate Sandesh Padiyar	Member
14. Joint Secretary (Revenue)	Member Secretary

The above members were directed to deliberate in formulating a policy for regulation and determination of issuance of permission and monitoring of hoardings. The Hon'ble High Court directed that the Committee takes such appropriate steps and place on records such a Policy/Rules or Regulations. The Hon'ble High Court vide its order dated 16/06/2023 was pleased to extend the time limits to Committee by further period of three months from the date of order to frame the guidelines. Accordingly, the present policy guidelines are formulated and duly approved by the Government is submitted for perusal and approval of Hon'ble High Court.

**OBJECTIVES OF THE POLICY**

The Government of Goa is of the opinion that Law governing the subject of erections of hoardings and other issues pertaining to outdoor Advertising are not adequately covered by existing legislations like the Goa (Regulation of Land Development and Building Construction) Act, 2008 and the Goa Land Development and Building Construction Regulations, 2010, The Goa Municipality Act, 1968, The Goa Panchayat Raj Act, 1994 and the rules and bye-laws framed thereunder. Therefore, there is an urgent need to have an exhaustive policy to regulate the display of commercials and non-commercials using outdoor media devices. The Government of Goa, therefore, intends to make a detail Policy governing the display of commercial and non-commercial advertisings using outdoor media devices. This Policy also aims to respond to emerging global practices as well as the need to maintain the beauty and character of the cities, town and villages in line with their heritage and cultural background considering Goa, being world famous tourist destination. The Policy aims that man made structures should not conflict with the environment, instead they should blend with surroundings and enhance its beauty by proper placing and pleasing designs.

The Policy is premised on the fact that while outdoor advertisements do bring revenue to the State, it must be driven by consideration of safety, aesthetics, decency and social ethics. That all hoardings are not hazardous, but clearly hoardings on roads, visible to traffic, are potential dangers to drivers. It is for this reason that the outdoor advertising policy has given careful and high consideration to issues of road safety, and to ensure that there are no too much “visual clutter” at/or near intersections and junctions which has potentials to interfere with drivers visual search strategies, leading to accidents. This requires the policy to consider the locations, design, size or type of sign along the arterial routes, where the

potential for conflicts with traffic safety is at the highest. It also requires enforcement measures to ensure that structures adhere to these stipulations.

Considering the fact that in Goa there is one Municipal Corporation, 13 Municipal Bodies and 191 local Panchayat bodies and considering the size of Goa being very small, the Policy aims to bring the subject of outdoor advertising policy under the umbrella of a centralized authority in terms of one window approval and monitoring on the hoardings & other outdoor advertising devices and to also ensure that the local bodies do not lose their advertising revenue. Hence, the policy aims at establishing a proper revenue sharing model between the Centralized agency and the concerned local bodies. The Policy also aims at identification and creation of various appropriate advertising zones where hoardings can be permitted and identification of areas/zones where no hoardings can be allowed. The Policy also aims to bring within its ambit the outdoor advertising devices located in the rivers and seas within nautical miles situated within its jurisdiction to cover and bring the advertising done by off-shore casinos and ships & vessels. Similarly, the policy aims to bring the grant of permission by a single authority instead of issue of permission by multiple bodies like Electricity Department for electrical poles, Transport Department for advertisement on vehicle, Tourism Department near heritage sites, Public Work Department, National Highways etc. The Policy also aims to promote large size billboard in commercial areas of city. It also aims to promote the use of advertising in what is commonly known as “Street Furniture”

The Policy also aims to establish proper monitoring mechanism and penalise the violators which are contrary to provisions of the Policy. The Policy also aims at preparation of online Hoarding Software which will allocate unique identification number to all the hoardings which will indicate ward, location, road, zone, latitude-longitude, date of expiry of permission/renewal and also shall depict the soft image of the hoarding displayed. The empanelled Agency shall have to post all the newly changed hoardings picture in soft copy format in this software. There will be facility of online application, approval and payment of charge through this software.

## THE GOA STATE OUTDOOR ADVERTISEMENT POLICY, 2023

The State Government of Goa hereby makes the following Policy, namely,

### 1. Short title, extent and commencement.

- (1) This Policy may be called **The Goa State Outdoor Advertisement Policy, 2023**.
- (2) This shall come into force from the date of its publication in the Official Gazette.

## Chapter 1: Interpretation and Application

### 2. Definitions

In this Policy, unless the context otherwise requires: -

(see schedule 10 for pictorial depictions)

- (1). “Act” means;
  - (i). The City of Panaji Corporation Act, 2002 (Goa Act 1 of 2003); or
  - (ii). The Goa Municipalities Act, 1968 (Act No. 7 of 1969); or
  - (iii). The Goa Panchayat Raj Act, 1994 (Goa Act No. 14 of 1994); or
  - (iv). The Goa (Regulation of Land Development and Building Construction) Act, 2008 (Goa Act 6 of 2008) and The Goa Land Development and Building Construction Regulations, 2010; or
  - (v). The Goa Ancient Monuments and Archaeological Sites and Remains Act, 1978 and Rules, 1980; or
  - (vi). Any other State law which regulates the erection of hoardings and display of outdoor advertisement in the state and the rules, regulations, bye-laws, notifications and orders issued thereunder;
- (2). “Advertising” means the act or process of displaying commercials using outdoor media devices;
- (3). “Advertisement” means and includes any device or representation in any manner such as announcement or direction by word, letter, model, sign by means of posters, hoarding boards, banners, temporary arches, illuminated signs, name boards, direction boards, digital board, sky sign, placard, digital

LED, LCD, backlit sign, neon display, electronic display, video display, laser display, balloons, etc. for the purpose of commercial exploitation or for publicity or giving information or to attract public to any place, person, public performance, public and social messaging, article of merchandise or to promote a product or service in a commercial sense, and which is attached to, form part of, or its connected with any building (public or private), or fixed to a tree or to the ground or to any pole, screen, fence or hoarding or displayed in a space or in or over any water body. However, any display in the form of graffiti and civic messages published by the Competent Authority or any government authorities or Election Commission of India for the benefit of the citizens shall not be considered as an advertisement.

- (4). “Agency for outdoor media device” or “Agency for OMD” means any applicant who may be an individual, registered charitable organization, firm, partnership, or a company incorporated under the Companies Act 1956/2013, political party, department/section/wing of the government (Union, State, and Local) and others who is registered to apply for permission to erect, construct, or place, or use outdoor media devices, which they use or allow any other “Agency for Display” of display commercials or non-commercial matters for public view;
- (5). “Agency for Display” means any applicant who may be an individual, registered charitable organization, firm, partnership, or a company incorporated under the Companies Act 1956/2013, political party, department/section/wing of the government (Union, State, and Local) and others who applies to display commercials or non-commercial matters for public view using a registered OMD;
- (6). “Air Balloons for Aerial Displays” means such outdoor media devices that are balloons which are filled with gases and restrained by one or more tethers attached to the ground and which display Commercials and Non-Commercials in the sky;
- (7). “Appellate Authority” means any authority appointed under clause 34 of this policy;
- (8). “Approved” means approval in writing by the Competent Authority having jurisdiction under this Policy;
- (9). “Audio Announcements” means such outdoor media devices at any point which are used for display or announcement of any product or service by a public-address system but will not include through radio or telecommunication;
- (10). “Authorized outdoor media devices” means such outdoor media devices which were granted permission for display of Commercials and Non-Commercials with approval of the competent authority;

- (11). “Back-lit illumination displays” means those outdoor media device where electronic bulbs are placed in a manner for illumination from inside the structure;
- (12). “Banner” means cloth or any other material, which contains some advertisement or announcement or written matter for display in public place;
- (13). “Building” means a house, out house, stable, shed, hut, tank, (except tank for storage of drinking water in a building or part of building) and every other such structure, whether of masonry, bricks, wood, mud, metal or any other material what-so-ever;
- (14). “Building Line” means the line up to which the plinth of a building may lawfully extend on the side, which abuts the street or an extension of a street or a strip of land ear-marked or reserved for future construction of street and such line has been so prescribed in the approved plan or coordination plan or the scheme by the Government Authority having jurisdiction;
- (15). “Building wrap advertisement” means an advertisement displayed on any building frontage usually stretched across the building frontage or on scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window;
- (16). “Building wrap electronic advertisements without any use of poles, etc. which are used to erect hoardings” means an advertisement displayed on any building frontage, which is not a heritage structure, using digital displays, which can be switched on at night time and may flash or appear in a synchronized manner in one or more different colors;
- (17). “Bus Shelters” or “Transit Shelters” or “Waiting Shelters” means such waiting places where passengers gather to wait for any purpose including travelling in buses or any other mode of transport – outdoor media device and displays can be on awning, side panels, back panels, or on any part of the shelter according to the size and design prescribed by any relevant law in force or by the respective municipality or any local body, or as provided in this policy;
- (18). “Carriageway” means the width of the road where vehicles are free to move without any obstruction. Carriageway can be further classified as single (one-side) or dual (two-sides) carriageway;
- (19). “Commissioner” or “Chief Officer” means the Commissioner of the City Corporation of Panaji or the Chief Officer of the Municipality;
- (20). “Competent Authority” means the Entertainment Society of Goa (ESG) authorized in this Policy to implement and enforce the provisions set out in this Policy;

(21). “Control Area” means the geographic area including airspace under the jurisdiction of the Competent Authority under this Policy;

(22). “Dealer Boards” means any sign, logo, painting or display that declares the name, type, and variety of commercial product or service along with the name of the shop or trade or the trader or service provider irrespective of the space allowed for commercial display and for display of traders name and address;

(23). “Direction or Way Boards with Commercials” means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site, and does contain matter for commercial display also;

(24). “Direction or Way Boards without Commercials” means any surface of structure erected on ground or any portion of a roof of a building or on or above the parapet, which indicates a direction to a road, building, park or any site, and does not contain any matter for commercial display;

(25). “Display” means the display of any matter – commercial or non-commercial either by visual, audio, print or electronic mode, which targets public view at any given point of time; it includes any display of word, model, sign, sky-sign, placard, notice, device or representation, whether illuminated or not in the nature of and deployed wholly or in part for the purposes of advertising, announcement or publicity;

(26). “Display of Commercials” means any representation by a word or abbreviation thereof, letter, logo, symbol, sign, figure, painting, drawing or other pictorial representation, light, sound, visible, audible to public including display on outdoor media devices (OMD) from any place on land, building, airspace, and water, in the control area and/or visible from public place or public street and where such displays relates to any commercial activity or activity that leads to earning of revenue by the person or entity who engaged the “agency for OMD” and/or “agency for display” to display such commercials;

(27). “Display of Non-Commercials” means any display which is not covered by “Display of Commercials”;

(28). “Display of Commercials and Non-Commercials Regulatory Board” means a Board by whatever name called created by the State Government to oversee and regulate this Policy with specific rights and duties as detailed in this Policy;

(29). “Display board or Billboard or Hoarding” means an Outdoor Media Device with space for advertising in the form of a display panel and where such panel is mounted with its foundation on any

structure either on ground or building; it includes structure erected on ground or any portion of a roof of a building or on or above the parapet, with character, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for purpose of advertising or display so to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever;

(30). “Display on Booths” means such outdoor media devices that are placed and displayed on traffic control booths, telephone booths, milk booths, temporary vending stalls, computer/ internet booth, for display of Commercials and Non-Commercials;

(31). “Display on Dual pole – Single Face” means an outdoor media device whose structure is based on a dual pole and which has been prepared by two steel angles for displaying Commercials and Non-Commercials and visible from any one side;

(32). “Display on Dual pole – Double Face” means an outdoor media device whose structure is based on a dual pole and which has been prepared by two steel angles for displaying Commercials and Non-Commercials and visible from both or either side;

(33). “Display on Tri-vision” means an outdoor media device whose structure is based on a single or multiple pole/shafts of steel or fibre and which has been prepared by single or multiple poles steel angles for displaying Commercials and Non-Commercials and visible from three sides;

(34). “Display on Multi-vision” means an outdoor media device whose structure is based on a single or multiple pole and which has been prepared by single or multiple poles steel angles for displaying Commercials and Non-Commercials and visible from more than three sides;

(35). “Display on Public Amenities or Places” mean such outdoor media devices that are placed and displayed on public amenities or places like public toilets, street benches, tree guard, dustbins, parking/ traffic barricades etc.;

(36). “Display on Unipole – Single Face” means an outdoor media device whose structure is based on a single pole/shaft of steel or fibre and which has been prepared by a single steel angle for displaying Commercials and Non-Commercials and visible from any one side;

(37). “Display on Unipole – Double Face” means an outdoor media device whose structure is based on a single pole/shaft of steel or fibre and which has been prepared by a single steel angle for displaying Commercials and Non-Commercials and visible from both or either side;

(38). “Display on Roads and Pedestrian Pathways” means an outdoor media device where the surface of the roads, streets, and pedestrian pathways used for display of any commercial and non-commercials

by way of paint or pasted material on the surface of the roads, streets, and pedestrian pathways and visible to the person or vehicle on the move

(39). “Display Zones” means the area or zone within the Municipal Corporation or Municipal Council jurisdiction or jurisdiction of any local Panchayat or any offshore area within the jurisdiction of captain of ports that has been declared and categorized by the Competent Authority for erection, construction, or placement of outdoor media devices or for display of commercials and non-commercials and further classified as,

- (i). *Public* land, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that belongs to the Union and State Government;
- (ii). *Municipal* land, land belonging to local authorities/Panchayat, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that is under the control of the Municipal Corporation, Municipality or local body/Panchayat or under the control of any entity in which the substantial ownership (more than fifty-one percent) lies with the Municipal Corporation, Municipality or concerned local body/Panchayat;
- (iii). *Private* land, space – horizontal and vertical, site, buildings, assets, utilities, or surface – that belongs to the any person or entity which is not under the control of any government and not covered by above two;
- (iv). *Offshore* area

(40). “Election” means a union, state, local government election held under the superintendence and control of Election Commission of India/State Election Commission;

(41). “Election Campaign Posters and Materials” means a non-commercial temporary display using temporary or permanent outdoor media device for display by an election candidate or a political party indicating candidature or any campaign contents for a maximum period of 45 days prior to and 15 days after any forthcoming election to national, state, local government held under the superintendence and control of Election Commission of India/State Election Commission;

(42). “Electronic Display” means electronically operated advertisement display fixed on a structure where the display is obtained by the operation of an electronic or electrical devise such as neon lights, LED, LCD display and such other display.

(43). “Exhibition” means such places where different types of articles or goods are displayed on a fixed place and the tenure of such display in the exhibition is temporary;

(44). “Fees for Agency Registration” means the fee that the Competent Authority shall charge for regulating outdoor media devices (OMD) and display using such OMD and any applicant shall pay for being an “Agency for OMD” or “Agency for Display” – such agencies are registered agencies;

(45). “Fees for OMD Permission” means the contractual (contract terms as decided by the Competent Authority) fee that the Competent Authority shall charge for regulating OMD and any applicant shall pay for erection, construction, installation, placement, or use of OMD – this ensures registration of the OMD with the Competent Authority.

(46). “Fees for Display Permission” means the nominal contractual (contract terms as decided by the Competent Authority) fee that the Competent Authority shall charge for regulating display of any commercial or non-commercial matter using any OMD or otherwise - this ensures registration of the display with the Competent Authority;

(47). “Film or Events Announcement Points” means such outdoor media devices at fixed points within the State which are used for display about a movie or any commercial event by putting different banners, flexes, posters, or any other means;

(48). “Foot Over bridge hoardings” means an outdoor media device where hoardings are placed on pedestrian foot over bridges for displaying Commercials and Non-Commercials and visible from more than one or more side;

(49). “Front-lit illumination displays” means those outdoor media device where electronic bulbs are placed in a manner for illumination from outside the structure;

(50). “Gantry” means an outdoor media device and a structure erected across a road and usually fabricated by metal section pillars fixed on either side of a road with a beam shaped section connecting the top of the pillars across the road with the display on the face opposite to the direction of traffic;

(51). “Government or State Government” means Government of Goa;

(52). “Hoarding” means any structure erected on ground or on dead wall with characters, letters or illustrations applied thereto and displayed in any manner whatsoever, out of doors, for purpose of advertising or to give information with a view to attract the public to any place, persons, public performance articles of merchandise whatsoever and also includes advertisement by using neon bulbs / lamps / lights, which flash and appear in a synchronized manner in one or more different colors.

(53). “Illuminated Sign” means a signage with a electrical lamps, which can be switched on at night to

enable it to be illuminated making it visible even after sunset.

(54). “Indian Road Congress or IRC Codes” means the applicable Indian Road Congress (IRC) codes and any regulations made there under;

(55). “Interested Party” means any person who has in terms of this Policy submitted an application or submitted comments or an objection or made representations in respect of any such application;

(56). “Intersection” means an area embraced within the prolongation of the lateral boundary lines of two or more public streets, open to vehicular traffic, that join one another at any angle, whether or not one such public road crosses the other;

(57). “Kiosk” means such outdoor media devices or display boards (backlit, front-lit, or non-lit) which are installed on electric poles, communication or transmission towers and the Competent Authority shall decide size of such display boards;

(58). “Land/Space/Site Utilization Charges” means the one-time fee that the Competent Authority shall charge and any applicant shall pay for erecting or using OMD on land, building, horizontal and vertical space, assets, utilities, and surface under the control and ownership of the State Government or the Corporation of the City of Panaji or the Municipality or the local Panchayat, or any public entity where the maximum ownership lies with the State Government or the Corporation of the City of Panaji or the Municipality or the local Panchayat;

(59). “Laser Advertisement” means advertisement displayed on surface of the premises/screen by using laser projector.

(60). “LED/ Electronic Hoarding” means an outdoor media device, with electronic display made from Light Emitting Diodes (LED) or Liquid Crystal Display (LCD) or any other source, to display running text, displays and informational messages from computer programs and software or any other means;

(61). “LED Video Van” means an outdoor media device on vehicle/van, with electronic display made from Light Emitting Diodes (LED) or Liquid Crystal Display (LCD) or any other source, to display running text, videos, displays and informational messages from computer programs and software or any other means;

(62). “Lollipops” means such outdoor media devices that are small structures in the shape of lollipops or ice-creams or otherwise which are displayed on dividers, road medians, footpaths or pedestrian walkways, jogger’s paths, parks, etc., and fixed on ground that have a height restriction;

- (63). "Mayor" or "Chairman" means the Mayor or Chairman of the Corporation of the City of Panaji or Municipality as the case may be;
- (64). "Mobile Displays of Commercials and Non-Commercials" means such vehicles (motorized or non-motorized) in motion carrying or mounted with any outdoor media devices and are used for display of any product or service and shall include announcements, road show concerts, theme shows for display of a commercial product or service, includes push carts selling branded commercial products like ice- creams, beverages, and items of a particular brand but would not include theme shows highlighting social and religious messages;
- (65). "Multiple Angle Structure – Single Side" means an outdoor media device whose structure is based on multiple steel angles for displaying Commercials and Non-Commercials and visible from any one side/face;
- (66). "Multiple Angle Structure – Double Side" means an outdoor media device whose structure is based on multiple steel angles for displaying Commercials and Non-Commercials and visible from both or either side/face;
- (67). "Multiple Angle Structure – Multiple Sides" means an outdoor media device whose structure is based on multiple steel angles for displaying Commercials and Non-Commercials and visible from more than one side/face;
- (68). "Municipal Authority" means the concerned Municipal Corporation, Municipality, Municipal Council, or any other entity notified by the State Government for implementation of this Policy;
- (69). "Municipality" means the Municipality, Municipal council as explained in Article 243P and Article 243Q of the Constitution of India;
- (70). "National Building Code of India or NBC" means the latest National Building Code of India, and any regulations made there under;
- (71). "Neon Display" means a signage with neon lamps or bulbs or lights which can be switched on at night time only.
- (72). "Non-lit displays" means those outdoor media devices where there are no electronic bulbs placed in a manner for any illumination from outside or inside the structure;
- (73). "Notice board of the Municipality" means the notice board that has been specified by the municipality for pasting any types of notices, handbills, etc.

(74). “Offshore Advertising” means any advertising done on offshore area situated or happening in the sea near to the coast or at a distance from the shore or a body of water or on any vessel or a ship operating on body of water.

(75). “Outdoor Display” is display of Commercials that reaches the consumers or prospective consumers while they are outside their homes and display of non-Commercials that reaches general public while they are outside their homes;

(76). “Outdoor Media Device” or “OMD” means a device used for any “display” as provided in this Policy;

(77). “Owner” means legal owner of the land, building, property, or the OMD, as the case may be;

(78). “Panchayat” means a Village Panchayat established under Section 3 (Goa Panchayat Raj Act, 1994);

(79). “Panchayat Secretary” means the Secretary of the Panchayat (Goa Panchayat Raj Act, 1994).

(80). “Permanent Structures - OMD” means such outdoor media devices that are permanent structures in any shape and fixed and attached to the ground, and which cannot be removed easily;

(81). “Prescribed Application format” means such formats which is submitted by the applicants to the Competent Authority for application/ renewal either by electronic means or by printed paper means;

(82). “Posters” means sheet of paper or any other bio degradable material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) used to advertise something for display in a public place, usually by sticking the same on a flat surface such as a wall, compound, parapet, hoardings, etc.;

(83). “Property” means any unit of private or public or Municipal or the Panchayat water, land, space – horizontal and vertical, site, buildings, assets, utilities, or surface or any place depicted on the general plan of a city, town or village;

(84). “Public Street” means a road, street or thorough fare or other Right of Way to which the public has a right of access or which is commonly used by the public and includes any portion of a Right of Way public street including a footpath or pedestrian way;

(85). “Restricted Area for Displays” means the area or zone within the Municipal Corporation, Municipality or local body/Panchayat that has been declared by the Competent Authority for restricted or no erection of outdoor media devices or for no display of Commercials and Non-Commercials;

(86). “Right of Way or RoW” means the full width of a public street between building lines across such Public Street including the median, carriageway, service road, shoulder and footpath/ sidewalk and

the air space above it;

(87). “Road Traffic Sign” means any road traffic sign and traffic signal as contemplated in the IRC or any applicable Act/Rules;

(88). “Schedule” means Schedule appended to this Policy;

(89). “Scroller Displays” means an outdoor media device which are electronically operated devices and display multiple Commercials and Non-Commercials at a time interval;

(90). “Self-Display or Personal Boards or Name Plates” means a name board whether illuminated or non- illuminated displaying only the name, address, contact details of any commercial business, social, institutional, or economic activity, showing essential contact details of the entity or person using the premises for sale of goods or provision of services, but not mentioning about any product or service that is being or sold or served from that premises or by the entity;

(91). “Showcase or Shop Window Displays” means such outdoor media devices which are displayed by putting different articles, products in showcases of commercial enterprises, traders, shop-keeper clearly showing the name of the manufacturer or marketer or trader; this includes display of garments, toys, greeting cards, gift items, sports goods, food items, furniture, machineries, any offering for providing for services, etc., which have been kept in showcases or windows for display and visible from any unrestricted places by any person;

(92). “Sign” or “Sky-sign” means any writing (including letter, word, or numeral); pictorial representation (including illustration or decoration); emblem (including device, symbol, or trademark); flag (including banner or pennant); or any other figure of similar character; which:

- a. is a structure or any part thereof, or is attached to, painted on, or in any other manner represented on a building or other structure; and
- b. is used to announce, direct attention to, or advertise; and
- c. is on, over or in view of a public place.

But for the purposes of these conditions does not include:

- a. traffic or regulatory devices, legal notices, or warnings at public places including railway crossings;
- b. signs required to be maintained by law or government order or regulation;
- c. memorial signs or tablets;

d. Any other signs as excluded by the Competent Authority;

(93). “Street Furniture Display” means display of any Commercials and Non-Commercials on any public facility or structure which is not primarily intended for display and includes a seating bench, plant box, footpath litter bin, pole-mounted litter bin, public transport shelter, sidewalk clock, suburban name device and a street name, drinking fountain etc. of appropriate size and shape serving the functional requirement of such street furniture with display of Commercials and Non-Commercials either directly pasted/ affixed or in the form of a panel;

(94). “Structural Engineer” means a qualified person registered / empaneled with Public Works Department or Corporation of the City of Panaji or Municipal Authority/PWD or a professional certified engineer by a duly recognized body / institution;

(95). “Structural Stability Certificate” means a certificate issued by a Structural Engineer;

(96). “Temporary Arches” mean temporary structures erected across the road for greeting of personalities or for display of advertisement.

(97). “Temporary Display” means a display or outdoor media device displayed for a maximum period of 60 days for any forthcoming event including entertainment events, festivals, mela, trade fair, conferences, road shows etc. including standees; election campaign materials are also covered under temporary display;

(98). “Temporary Structures - OMD” means such outdoor media devices that are temporary structures in any shape and not fixed and attached to the ground, and which can be removed easily;

(99). “Umbrellas” means such outdoor media devices that are temporary structures in the shape of umbrellas or otherwise which are placed and displayed on dividers, road medians, footpaths or pedestrian walkways, jogger’s paths, parks, etc., and are not fixed on ground;

(100). “Unauthorized outdoor media devices” means such outdoor media devices which were never granted a permission and/or granted licenses by the competent authority in previous years, or renewal has not been done due to some reasons and they are still being used for display of Commercials and Non-Commercials without approval of the Competent Authority;

(101). “Urban Design” means the actions of conceiving and managing the special and aesthetic characteristics of urban space between and around buildings including physical elements that make up the streetscape and the combined visual effect of building facades and other structures.

(102). “Vehicle Branding - Aesthetics” means such outdoor media devices where inside or outside walls of the vehicle (including buses, metro coaches, train, trams, taxis, shared bicycles, motorcycles, or any other public or private mode of transportation) are used for display of any picture or painting of historical event, religious event, games and sports, personalities, social events, and schemes of government, etc., that only reinforces the aesthetic sense of the city and enhances the visual satisfaction of the passers-by, passengers, and vehicles but not carrying any political or non-secular messages that may hurt the sentiments of one or a group of persons, but it excludes the display of the name of the service provider or any display of the route of travel;

(103). “Vehicle Branding - Commercial” means such outdoor media devices where inside or outside walls of the vehicle (including buses, metro coaches, train, trams, taxis, shared bicycles, motorcycles, or any other public or private mode of transportation) are used for display of any product or service by painting, posters, banners, or any other mode, but it excludes the display of the name of the service provider or any display of the route of travel;

(104). “Wall Painting - Aesthetics” means such outdoor media devices where walls of building or boundaries are used for display of any picture or painting of historical event, religious event, games and sports, personalities, social events, and schemes of government, etc., that only reinforces the aesthetic sense of the city, town or village and enhances the visual satisfaction of the passers-by, passengers, and vehicles but not carrying any political or non-secular messages that may hurt the sentiments of one or a group of persons;

(105). “Wall Painting - Commercial” means such outdoor media devices where walls of building or boundaries are used for display of any product or service;

(106). “Wall Wraps” means displays painted / pasted / affixed on surface of the walls of a building, which has been used as architectural feature to cover/ form facade, and used as an outdoor media device for wrapping walls of building that are either “blind wall wraps” (wraps on walls without window openings) or “mesh wall wraps” (used as perforated sheet flex membranes that allow some degree of visibility and air circulation) for display of any commercials or non-commercials;

(107). “Year” means the financial year starting from first day of April (the fourth month of English Calendar) every year and ending on the thirty-first day of March (the third month of English Calendar) which comes immediately next;

(108). Words and expressions used but not defined in this Policy shall have the same meaning as

assigned to them in any relevant Act, statute or the Rules in force;

### **3. Transition and Compliance**

- (1) The City Corporation of Panaji or the Municipalities or the Panchayats of Goa or the Competent Authority covered by the City Corporation Act, the Municipalities Act, the Goa Panchayat Raj Act shall adopt this Policy within three months from the date of publication of this Policy.
- (2) All concerned individuals, organizations, and entities covered by this Policy may get regularized all existing outdoor media devices (referred to in whatever name) and displays (referred to in whatever name) using such outdoor media devices within one-eighty (180) days from notification of this Policy with the Competent Authority, which are fit to be regularized as per this policy guidelines.
- (3) All hoarding structures existing prior to 2010 with valid permissions/licences from the concerned local bodies and as protected by the Hon'ble High Court Judgement in WP No.32/2011 dated 18.02.2014 need to also get regularized by the respective owner/agency, on as is where is basis, on permanent basis within 180 days from notification of this policy with the Competent Authority.

## **Chapter 2: Administration and Implementation**

### **4. Display of Commercials and Non-Commercials Regulatory Board**

- (1). *Establishment of the Board* – The State Government may, by a separate Order, notification establish, for the purposes of this Policy, a Board to be called the **Goa Display of Commercials and Non-Commercials Regulatory Board** for guiding the Competent Authority to implement this Policy. The Board shall also the Competent Authority in removal of difficulties to implement this Policy.
- (2). *Set up and Administration of the Board* – The State Government may, by the separate notification and clause mentioned in (1) above, may prescribe the composition of the Board, the roles and responsibilities of the Board, the staffing of the Board, fund of the Board, and any other matters that may be necessary to carry out the functions under this policy.

### 5. Ad Hoc Committee

(1). Within thirty (30) days of notification of this Policy, the Department of Information and Publicity shall create an ad-hoc committee, in whatever name called having a tenure of six months to finalize the guidelines and to remove any difficulties in implantation of this policy and for enacting an appropriate legislation in terms of this policy.

### 6. OMD and Display Regulation and Management Wing

(1). The Competent Authority shall create a separate section, preferably called OMD and Display Regulation and Management Wing under the Revenue Section to implement this Policy.

(2). The Competent Authority shall decide on the staffing of the wing as required to implement this policy.

## Chapter 3: General Requirements, Exemptions, and Prohibitions

### 7. General Criteria for Selection of Sites

(1). Prior to selection of the specific display site for the outdoor media devices that are permanent in nature, the Competent Authority and the "*agency for outdoor media device*" shall adhere to the considerations specified in *Schedule 1* of this Policy.

(2). For selection of sites for temporary outdoor media device, the Competent Authority and the "*agency for outdoor media device*" shall adhere to the law concerning prevention of defacement of property as provided in the Goa Prevention of Defacement of Property Act, 1988 (Goa Act No. 5 of 1990).

(3). After finalization of the site, no sites can be changed except for the following reasons that the Competent Authority may consider for change of site/s:

- (i). Any underground services/ any other similar hindrance below the ground level duly confirmed by the concerned engineering section of the Corporation of the City of Panaji, Municipalities, Panchayat, Public Works Department or any department of Union or state Government which obstructs the construction of foundation for installation of outdoor media devices.

- (ii). Sudden change in status of site and site found in contravention with the Corporation of the City of Panaji, Municipalities and Panchayat decision or policy in force at that time due to new development/ improvement of Corporation of the City of Panaji, Municipalities and Panchayat infrastructure.
- (iii). In case, the site becomes not feasible due to start of construction activity by PWD, Govt. of Goa or by any department of the Union and State and which seriously affect the prospect of erection, construction, and placement of the outdoor media device at that site.

## **8. General Requirement for the Outdoor Media Device**

(1). Any “*agency for outdoor media device*” shall ensure that such device is designed with the criteria specified in **Schedule 2** of this Policy.

## **9. General Requirement for the Display using Outdoor Media Device**

(1). Any “*agency for display*” shall ensure that for the display of commercials and non-commercials they would follow the criteria specified in **Schedule 3** of this Policy and additionally will rely upon self-regulatory controls within the industrial and social norms to enforce minimum display standards.

## **10. Outdoor Media Devices and Displays Exempted**

The following outdoor media devices and displays are exempted from registration and compliance with provisions of this Policy:

(1). Outdoor media devices which are permitted for administration under certain legislations enacted by the Parliament like the Railways , airports, defence installations and any other roads, highways, special purpose vehicles, film city, economic zones, port connectivity, other special zones with specific notifications that are not within the regulatory control of the Corporation of the City of Panaji, Municipalities and Panchayat of the State Government;

(2). Outdoor media devices and displays relating to the business of roadways, railway, airways, or metro administration or public information and is exhibited within any bus terminals, railway station, airport, or metro station when not displaying or carrying the name of a product or service other than that relates to the administration or public information excepting those that are regulated separately mentioned in (1);

(3). If such outdoor media device and display is exhibited within the walls or window of any building,

and if the display relates to the necessary information about the trade, profession or business carried on in that building required under separate legislations of the Union and State (including name, address, and contact details) and occupying less than 25% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service along with that;

(4). If such outdoor media device and the display on the same is for any invite to any exhibition or to any sale or letting of such land or building or any effects therein or to any entertainment or meeting to be held on or upon or in the same and occupying less than 40% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service;

(5). If it is a name plate announcing the name of owner/ or name of occupier of building and/ or name of a building upon which such display is so fixed, exhibited painted, pasted, retained or displayed and occupying less than 25% of the area of the window, wall, or surface, where displayed and there is no display of any branded product or branded service;

(6). Outdoor media device and displays in the case of buildings/property, where commercial activity like provided by a doctor, chartered accountants, cost accountants, company secretaries, tax consultants, advocate, architect, engineer etc. is running, as permitted by law, and display of the services being offered (including name, address, and contact details), however, without referring to any brands or products or services is allowed up to maximum as permitted under the respective law in force or occupying less than 25% of the area of the window, wall, or surface, where displayed whichever is minimum and there is no display or mention of any branded product or branded service;

(7). Outdoor media device and displays occupying more than the prescribed area as mentioned here, would be treated at par with other outdoor media devices and displays and would be regulated accordingly;

(8). Wall painting for aesthetic, vehicle branding for aesthetics or any other form of artwork created for aesthetics as decided by the competent authority

## **Chapter 4: Procedure for Registration, Permission, Allotment and Renewal**

### **11. Eligible Entities**

(1). The following are the eligible entities for “*agency for outdoor media device*” and for “*agency for display*”: ,

- (i). An individual (sole proprietor),
  - (ii). A registered charitable organization or society or trust,
  - (iii). A partnership firm,
  - (iv). A registered association of persons,
  - (v). A company incorporated under the Companies Act 1956/2013,
  - (vi). A political party (registered under Section 29A of The Representation of the People Act, 1951),
  - (vii). A department/section/wing of the government - Union or State,
  - (viii). Town and Country Planning Section or any other Section of the Corporation of City of Panaji or Municipality or Panchayat (for outdoor media devices owned by the Corporation of City of Panaji or Municipality or Panchayat), and
  - (ix). Any other entities as listed and notified by the Competent Authority
- (2). Any entities mentioned in (1) can be registered as "*agency for outdoor media device*", or "*agency for display*", or for both but under separate registration.

**Explanation 1:** the list covers all traders, shopkeepers, franchisees, business owners, business houses, in whatever name called who uses the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface either owned or on lease and uses it for erection, construction, or placement of an outdoor media device and/or for display of commercials and non-commercials thereon.

## **12. Procedure for Registration**

- (1). Any entity willing to be an "*agency for outdoor media device*" so to erect, construct, or place an outdoor media device – both temporary and permanent shall be registered with the Competent Authority after applying in the prescribed form and upon payment of "**Fees for Agency Registration**" as prescribed in this Policy.
- (2). Any entity willing to be an "*agency for display*" so to display any commercial and non-commercials using an outdoor media device – both temporary and permanent shall be registered with the Competent Authority after applying in the prescribed form and upon payment of "**Fees for Agency Registration**" as prescribed under this Policy.

(3). Registration is mandatory for erection, construction, or placement of any outdoor media device and display of any commercial and non-commercials using an outdoor media device – both permanent and temporary categories, *unless specifically exempted under this Policy* and it specifically includes:

- (i). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by a private person,
- (ii). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by any department/section/wing of the Union and State Government,
- (iii). the erection, construction, or placement of the outdoor media device and the display thereon is on a land, space – horizontal and vertical, site, buildings, assets, utilities, or surface owned by the Corporation of the City of Panaji or the Municipality or the Panchayat or under control of any entity in which the substantial ownership (more than fifty-one percent) lies with the Corporation of the City of Panaji or the Municipality or the Panchayat;
- (iv). for display of any advertisement on any offshore vessels, casinos or any ships or any water body located or operating on a body of water at some distance from the shore.

(4). Registration is not essential for Town and Country Planning Section or any other Section of the Corporation of the City of Panaji or the Municipality or the Panchayat or any entity for managing outdoor media devices owned by the Corporation of the City of Panaji or the Municipality or the Panchayat or under the control of such entity in which the substantial ownership (more than fifty-one percent) lies with the Corporation of the City of Panaji or the Municipality or the Panchayat.

(5). While evaluating an application for registration in terms of **Clause 12**, the Competent Authority shall ensure that the application is in compliance with this Policy. The Competent Authority may accept or reject any application after giving due opportunity of hearing.

(6). The Competent Authority may, withdraw a registration granted in terms of **Clause 12** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the Competent Authority, the “*agency for outdoor media device*”, the “*agency for display*”, the concerned outdoor media device, or the concerned display have violated any of the provisions of this Policy.

Provided prior to taking any decision in terms of this Policy, the Competent Authority shall in

writing notify the “*agency for outdoor media device*”, and/or the “*agency for display*” concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

(7). The “*agency for outdoor media device*”, or the “*agency for display*” can surrender its registration in writing during the tenure of the registration without any refund of registration fees.

(8). The registration so granted under this Rule, shall remain valid for five (5) years in case of government entities and for three (3) years in case of any other entity and unless specifically cancelled for any reasons by the Competent Authority. In case of temporary structures, registration shall remain valid for one year.

(9). The registration shall be eligible for automatic renewal and the Competent Authority shall process the renewal unless specifically informed by the “*agency for outdoor media device*”, or the “*agency for display*” after the stipulated time but within fifteen (15) days after expiry of the registration not to proceed with renewal or the Competent Authority have the reasons not to proceed with the automatic renewal.

**Explanation 1:** the Competent Authority—may call for additional information to process the automatic renewal, and may charge the appropriate renewal fees as may be prescribed under this policy or any special legislation that may be enacted.

### **13. Procedure for Permission to Erect, Construct, or Place an Outdoor Media Device**

(1). Any registered “*agency for outdoor media device*” intends to erect, construct, or place an outdoor media device – both temporary and permanent on the following sites shall apply for a permission for such erection, construction, or placement of outdoor media device with the Competent Authority in the prescribed form and upon payment of “**Fees for OMD Permission**” as prescribed under this Policy,

- (i). Any public land, space owned by any department, section, wing of the Union or State Government – horizontal and vertical, site, buildings, assets, utilities, or surface – for both permanent and temporary;
- (ii). Any private land, space – horizontal and vertical, site, buildings, assets, utilities, or surface within the jurisdiction of any Corporation of the City of Panaji, or Municipalities, or Panchayat – for both permanent and temporary;
- (iii). The Corporation of the City of Panaji, Municipalities and Panchayat land, space –

horizontal and vertical, site, buildings, assets, utilities, or surface *that* under the control of the Corporation of the City of Panaji, or Municipalities, or Panchayat for both permanent and temporary;

- (iv). Offshore located or operating on a body of water, at some distance from the shore on any vessel, ship or on a body of water.

(2). While evaluating an application for permission in terms of **Clause 13**, the Competent Authority shall ensure that the application is in compliance with this Policy. The Competent Authority may accept or reject any application after giving due opportunity of hearing.

(3). The Competent Authority may, withdraw a permission granted in terms of **Clause 13** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the Competent Authority, the registered “*agency for outdoor media device*”, and the concerned outdoor media device, have violated any of the provisions of this Policy.

Provided prior to taking any decision in terms of this Policy, the Competent Authority shall in writing notify the registered “*agency for outdoor media device*”, concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

(4). The registered “*agency for outdoor media device*” can transfer the permission to any other registered “*agency for outdoor media device*” after duly permitted by the Competent Authority and after payment of “**Name Transfer and Mutation Fee**”, to the Competent Authority.

(5). The registered “*agency for outdoor media device*”, can surrender its permission in writing during the tenure of the registration without any refund of registration fees and with removal of the outdoor media device within thirty (30) days of its application. Any delay in removing the outdoor media device would invite punitive action under this Policy or any relevant law in force.

(6). The Competent Authority shall allot a unique identification number to each outdoor media device as prescribed under this Policy.

(7). The permission so granted under this Policy, shall remain valid in case of permanent structures for five (5) years in case of outdoor media device is on any public land, space – horizontal and vertical, site, buildings, assets, utilities, or surface or owned by or under the control of the Corporation of the City of Panaji, Municipalities and Panchayat and for three (3) years in case of outdoor media devices is on any private land, space – horizontal and vertical, site, buildings, assets, utilities, or surface and unless

specifically cancelled for any reasons by the Corporation of the City of Panaji, Municipalities and Panchayat.

(8). The permission granted for temporary outdoor media device shall be for the period of permission sought but not exceeding one (1) year, unless specifically cancelled for any reasons by the Competent Authority.

(9). The permission under **Clause 13** shall not be eligible for any automatic renewal and the Competent Authority shall process the renewal while following the process as a fresh permission.

#### **14. Procedure for Permission to Display using an Outdoor Media Device**

(1). Any registered “*agency for display*” willing to display any commercial and non-commercials using an outdoor media device – both temporary and permanent shall apply for a permission for such display using an outdoor media device with the Competent Authority or in the prescribed form and upon payment of “*Fees for Display Permission*” as prescribed under this Policy by the Competent Authority.

Provided the Competent Authority may exempt certain category of non-commercial displays from levy of “*Fees for Display Permission*” as would be prescribed under this Policy by Competent Authority.

(2). Any registered “*agency for display*” when not being the owner of any outdoor media device, shall enter into a binding contract with any registered “*agency for outdoor media device*” and the terms and conditions set therein shall be legally tenable.

**Explanation 1:** the Competent Authority shall not be a party to such contracts, but upon requirement can review such contracts.

**Explanation 2:** in the event the registered “*agency for display*” and registered “*agency for outdoor media device*” are the same entity, then there is no requirement of any binding contract, however, at all points they must adhere to the provisions of this Policy.

(3). While evaluating an application for permission in terms of **Clause 14**, the Competent Authority shall ensure that the application is in compliance with this Policy. The Competent Authority may accept or reject any application after giving due opportunity of hearing.

(4). The Competent Authority may withdraw a permission granted in terms of **Clause 14** or amend any condition or impose a further condition in respect of such registration if, in the opinion of the

Competent Authority, the “*agency for display*”, and the concerned display, have violated any of the provisions of this Policy.

Provided prior to taking any decision in terms of this Policy, the Competent Authority shall in writing notify the “*agency for display*”, concerned of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

(5). The “*agency for display*” can transfer the permission to any other registered “*agency for display*” after duly permitted by the Competent Authority and after payment of “**Name Transfer and Mutation Fee**”, and all other dues to the Competent Authority

(6). The “*agency for display*”, can surrender its permission in writing during the tenure of the registration after producing a No-Objection Certificate from the “*agency for outdoor media device*” without any refund of permission fees and agreeing for removal of the display within thirty (30) days of its application. Any delay in removing the display would invite punitive action under the Act and Rules made there under.

**Explanation 1:** in the event, there is no application for display permission on a particular outdoor media device, then the “*agency for outdoor media device*” shall deemed to be the “*agency for display*” and pay the required “**Fees for Display Permission**”.

**Explanation 2:** the failure to pay the required “**Fees for Display Permission**” on a particular outdoor media device either by the “*agency for display*” or the “*agency for outdoor media device*” for more than sixty (60) days shall invite punitive action by the Competent Authority, including vesting the rights of the outdoor media device, removal of the outdoor media device and confiscation of the material, or both; any cost incurred by the Competent Authority, shall be recovered from the “*agency for outdoor media device*” as per this Policy or any relevant Act and any Rules in force.

(7). The “*agency for display*” shall link the permission for display with the allotted unique identification number of each outdoor media device as provided by the Competent Authority.

(8). The permission granted for display using a permanent or temporary outdoor media device shall be for the period not exceeding one (1) year and unless specifically cancelled for any reasons by the Competent Authority.

(9). The permission under Clause 14 shall not be eligible for any automatic renewal and the

Competent Authority shall process the renewal following the process as a fresh permission.

### **15. Procedure for Allotment of Land/Space/Site for an Outdoor Media Device**

(1). Any registered “*agency for outdoor media device*” intends to erect, construct, or place an outdoor media device – only permanent on the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface under the control of the Corporation of the City of Panaji, Municipalities and Panchayat or under the control of any department, section, wing of Union or State Government in which substantial ownership (more than fifty-one percent) lies with the Corporation of the City of Panaji, Municipalities and Panchayat and/or with any department, section, wing of Union or State Government shall conduct an open auction for such erection, construction, or placement of outdoor media device in the prescribed manner and upon payment of “*Land/Space/Site Utilization Charges*” as may be prescribed by the bye-laws, or guidelines that may be framed under this Policy.

**Explanation 1:** the Competent Authority, shall formulate the *base price* as prescribed under this Policy by respective Corporation of the City of Panaji, Municipalities and Panchayat and thereafter determine the *reserve price*, which shall be kept confidential until the process of evaluation is complete.

**Explanation 2:** the Competent Authority shall allow the registered “*agency for outdoor media device*” who quotes the highest *bid price* to erect construct, or place an outdoor media device and further allow to display using that outdoor media device, if it is also a registered “*agency for display*”. If it is not a registered “*agency for display*”, then allow the registered “*agency for outdoor media device*” to enter into a valid contract with any registered “*agency for display*” for display using that outdoor media device.

**Explanation 3:** the “*Land/Space/Site Utilization Charges*” includes the “*Fees for OMD Permission*” for erection, construction, or placement and the “*Fees for Display Permission*” for display: - This “*Land/Space/Site Utilization Charges*” would be in the nature of “*rent from immovable properties owned by Government*” and would be subject to goods and service tax under the reverse charge mechanism [refer *The Central Goods and Services Tax Act, 2017, (Union Act No. 12 of 2017)*].

**Explanation 4:** the nature of contract between the Competent Authority and the “*agency for outdoor media device*” may be a concession agreement under design-build-operate-transfer (DBOT) mode.

**Explanation 5:** the criteria of 15 years residence in the State of Goa shall apply to participate in bidding/auction.

(2). The procedure for procurement using the tender, auction, e-tendering, e-auction, e-bidding would include:

- (i). The highest *bid price* needs to be compared with the *reserve price*;
- (ii). The formula for *base price* is as decided by the Competent Authority and as prescribed under the bye-laws framed under these Rules by respective municipalities and decide on the *reserve price* above the base price;
- (iii). The *reserve price* approved by the Competent Authority will be kept confidential in sealed packet under custody of the officer-in-charge of the tender/auction, until opening of the financial bids;
- (iv). The financial bids shall be opened and evaluated following the prescribed procedures in the financial and procurement rules of the State;
- (v). After completion of the bid evaluation, the tender/auction committee of the Competent Authority would recommend the highest bidder to the officer in charge of the tender/auction without declaring the result;
- (vi). After receipt of the recommendation of the tender/auction committee, the officer in charge of tender/auction will open the sealed packet containing the *reserve price*, compare it with the highest *bid price* and declare the highest bidder as winner of the bid, if the *bid price* is equal to or higher than the *reserve price*;
- (vii). If the highest *bid price* falls below the *base price*, the same shall be rejected and bid process initiated afresh;
- (viii). In case, when *bid price* are above the *base price* but below the *reserve price*, the Competent Authority with appropriate permission from the Government, may negotiate with the highest bidder for a price equal to or above the *reserve price*, so to avoid the process of fresh bidding;

(3). While evaluating a bid for allotment in terms of **Clause 15**, the Competent Authority shall ensure that the bid is in compliance with this Policy. The Competent Authority may accept or reject any bid without assigning any reasons and refund the money after deducting processing charges, if any.

(4). The Competent Authority may, withdraw an allotment granted in terms of **Clause 15** or amend any condition or impose a further condition in respect of such allotment if, in the opinion of the

Competent Authority, the “*agency for outdoor media device*”, and the concerned outdoor media device, have violated any of the provisions of this Policy.

Provided prior to taking any decision in terms of this Policy, the Competent Authority shall in writing notify the “*agency for outdoor media device*” concerned, of its proposed decision and that he or she may within fifteen (15) days from the date of the notice make written representations concerning the proposed decision.

- (5). The “*agency for outdoor media device*” cannot transfer or sub-let the permission of allotment to any other registered “*agency for outdoor media device*” or anyone.
- (6). The “*agency for outdoor media device*”, can surrender its rights of allotment in writing during the tenure of the allotment without any refund of “**Land/Space/Site Utilization Charges**” and with removal of the outdoor media device within thirty (30) days of its application. Any delay in removing the outdoor media device would invite punitive action under this Policy, Act and Rules made there by the Competent Authority, including vesting the rights of the outdoor media device, removal of the outdoor media device and confiscation of the material, or both; any cost incurred by Competent Authority shall be recovered from the “*agency for outdoor media device*” as per the Act and any Rules framed there under.
- (7). The Competent Authority shall opt for a fresh allotment in the event the “*agency for outdoor media device*”, surrender its rights of allotment during the tenure of the allotment.
- (8). The allotment or lease rights granted for *outdoor media device* for erection, construction, or placement and the permission fee for display on the land, space – horizontal and vertical, site, buildings, assets, utilities, or surface under the control of the Corporation of the City of Panaji, Municipalities and Panchayat or any department, section, wing of Union or State Government or any entity in which the substantial ownership (more than fifty-one percent) shall be for the period not exceeding five (5) years with a condition of price escalation of the agreed or contract price payable from the third year of the contract and a condition for extension for a maximum block of two (2) years unless specifically cancelled for any reasons by the Competent Authority.
- (9). The permission for allotment under **Clause 15** shall not be eligible for any automatic renewal and the Competent Authority shall process the renewal following the process as a fresh allotment after the end of the allotment period (including the period of escalation).
- (10). The Competent Authority shall allot a unique identification number to each outdoor media device allotted as prescribed under the bye-laws framed under this Policy by the Competent Authority.

**16. Procedure for Allotment of an Outdoor Media Device for Display on land belonging to Government or local body**

(1). The Corporation of the City of Panaji, Municipalities and Panchayat or any entity in which the substantial ownership (more than fifty-one percent) lies with the Corporation of the City of Panaji, Municipalities, Panchayat or any department, section, wing of Union or State Government with its due permission may have outdoor media devices already erected, constructed, or placed under the control of the Competent Authority.

(2). The Competent Authority may keep all or any of such outdoor media devices only for display of non-commercials;

(3) The Competent Authority may retain all or any of such outdoor media devices only for display of commercials. In such a case, any registered “*agency for display*” intends to display using an outdoor media device already under the control of the Competent Authority or any department, section, wing of Union or State Government in which the substantial ownership (more than fifty-one percent) shall participate in the open auction conducted by the Competent Authority for such display using the outdoor media device in the prescribed manner and upon payment of “*Fees for Display Permission*” as prescribed by the bye-laws that may be framed under this Policy by the Competent Authority.

**Explanation 1:** the “*Fees for Display Permission*” for this **Clause 16** would be in the nature of rent from immoveable properties owned by Government and would be subject to goods and service tax under the reverse charge mechanism. [refer *The Central Goods and Services Tax Act, 2017, (Union Act No. 12 of 2017)*].

**Explanation 2:** the Competent Authority shall formulate the *base price* as prescribed under the Rules and bye-laws framed under this Policy by the Competent Authority and thereafter determine the *reserve price*, which shall be kept confidential until the process of evaluation is complete.

**Explanation 3:** the Competent Authority shall allow the “*agency for display*” who quotes the highest *bid price* to display using the specified outdoor media device.

**Explanation 4:** the criteria of 15 years residence in the State of Goa shall apply to participate in bidding/auction.

(4). The procedure for procurement using the tender, auction, e-tendering, e-auction, e-bidding would be as prescribed under **Clause 15**.

(5). The allotment or lease rights granted for display on an outdoor media device under the control of the Corporation of the City of Panaji, Municipalities and Panchayat or any department, section, wing of Union or State Government in which the substantial ownership (more than fifty-one percent) shall be for the period not exceeding three (3) years with a condition of escalation of the agreed or contract price payable from the second year of the contract unless specifically cancelled for any reasons by the Competent Authority.

(6). Other provisions concerning allotment, rejection, withdrawal, transfer or sub-letting, surrender, and renewal mentioned under **Clause 15** shall apply *mutatis mutandis*.

### **17. Reasons for Withdrawal or Rejection of Permission or Allotment and Removal thereof**

(1). Notwithstanding any reasons cited in this policy for withdrawal or rejection of permission or allotment to erect, construct, or place an outdoor media device on any land, space – horizontal and vertical, site, buildings, on assets, utilities, or surface and display using any outdoor media device, the Competent Authority shall also consider the following reasons for withdrawal or rejection of permission or allotment:

- (i). is or has, as a result of a change to the nature of the environment or the amenity of the neighborhood, streetscape or urban design existing at the time of such approval, become detrimental to the area in which it is located by reason of its size, intensity of illumination, quality of design, workmanship, material or its existence and is in conflict to the basic premise of allowing erection, construction, placement of outdoor media device and allowing to display using the outdoor media device as envisaged by the Competent Authority;
- (ii). constitutes, or has become, a danger to any person or property or traffic safety;
- (iii). is obscuring any other outdoor media device, natural feature, architectural feature or visual line of civic, architectural, historical or heritage significance;
- (iv). of which a part or whole fell either due to an accident or any other cause;
- (v). any addition or alteration is made to the building or structure and such addition or alteration involves disturbance of the outdoor media device or any part thereof;
- (vi). which is installed on building or structure or property upon or over which the outdoor media device installed is, demolished or destroyed.

- (vii). the Competent Authority learns that in an agreement between an “*agency for display*” and an “*agency for outdoor media device*”, either of the parties is unregistered or the registration as on the date of contract is invalid for some reasons, then the Competent Authority shall treat such contracts as *void ab initio* and cancel all permissions granted; and
- (viii). the Competent Authority learns that in an agreement between an “*agency for display*” and an “*agency for outdoor media device*”, is for an outdoor media device that is illegal and unregistered, then the Competent Authority shall treat such contracts as *void ab initio* and cancel all permissions granted;

## **18. Mandatory Display of Non-Commercial Messages**

(1). All “*agency for display*” and “*agency for outdoor media device*” shall display any non-commercial display, social or public interest matter in their permitted outdoor media devices, for at least a period of fifteen (15) days to thirty (30) days, with prior notice as the Competent Authority, may decide without seeking any compensation from the Competent Authority:-

(2). The Competent Authority may also consider a portion or space of the outdoor media device for display of non-commercial information like city map, information about essential services, or display of some aesthetic matter; the “*agency for display*” and “*agency for outdoor media device*” can use the remaining portion for the commercial display;

(3) Such non-commercial assistance for public interest by the “*agency for display*” and “*agency for outdoor media device*” would be a part of their social responsibility to the society.

**Explanation 1:** such social or public interest matter would *not* include any political message of any particular political party or seasonal, festival or personal greetings and messages by an individual or group of individuals.

(4). The choice of the particular outdoor media device for such display of social and public interest matter would be arranged and agreed between the Competent Authority and the “*agency for display*” or “*agency for outdoor media device*”.

## Chapter 5: Categorization of Dynamic Factors

### 19. Categorization of Display Zone

- (1). For better regulation and management, for ensuring smooth flow of traffic, ensuring maximum safety to drivers and pedestrians, for ensuring safety of buildings, and to discourage visual clutter, this Policy specifies the category of display zones as per *Schedule 4*.
- (2). The Competent Authority under the bye-laws framed under this Policy or legislation to be enacted shall notify the specific area or areas under each category of display zones.
- (3). The Competent Authority must earmark the notified display zones in their respective Corporation/municipal/panchayat maps for public information.
- (4). The Competent Authority, when setting tariffs, may assign a numeric factor or multiplier for zones where the economic demand for space to display using the outdoor media device is high (*due to increase “visibility” and “vantage” factor*) and allow a neutral factor for zones where the economic demand is normal or low.

### 20. Categorization of Display Point

- (1). To discourage hoardings or display boards in a small area that leads to visual clutter and pollution, and for better regulation and management this Policy specify the category of display points as per *Schedule 5*.
- (2). The Competent Authority notify under the bye-laws or legislation to be framed under this Policy the specific points under each category of display points.
- (3). The Competent Authority must earmark the notified display points in their respective Corporation/municipal/panchayat maps for public information.

### 21. Categorization of Outdoor Media Devices - Shape

- (1). To ensure appropriate regulation and control of the placement of outdoor media devices, to ensure maximum vantage for the display, discourage visual pollution, and ensure maximum revenue from limited displays, this policy specify the category of shapes of outdoor media devices as per *Schedule 6*.
- (2). The Competent Authority may decide the shape as per their requirement but shall ensure safety and city aesthetics at the same time and prescribe such shapes under the bye-laws framed under this Policy.

**22. Categorization of Outdoor Media Devices - Size**

- (1). To ensure appropriate regulation and control of the placement of outdoor media devices, to ensure maximum vantage for the display, discourage visual clutter, and ensure maximum revenue from limited displays this Policy specify the category of sizes of outdoor media devices as per *Schedule 7*. These sizes have also been prescribed based on the geographical location, local climatic and weather conditions of Goa which witnesses strong cyclonic conditions, heavy monsoons etc.
- (2). The Competent Authority may finalize the size as per their requirement but shall ensure safety and city aesthetics at the same time prescribe under this policy and bye-laws that may be framed under this policy.

**23. Categorization of Seasonal Display**

- (1). To factor the trend of increased “visibility” and “vantage” due to flow of increased vehicles, tourists, passengers, business-people, professionals, students, religious followers, sports-persons, and others during a period of the year or sometimes during a special event that happens without any fixed intervals, the Competent Authority would consider the following period factor in seasonal display while finalizing the tariffs:
- (i). Peak Periods (measured in months);
  - (ii) Special Periods (measured in months), being a special time (irregular) like some festivals, sports meet, business meet, etc., as may be notified by the Competent Authority or local bodies from time to time.
- (2). The Competent Authority shall decide the length of “peak-periods”, “special periods” within a category and sub-category of display zone as relevant for the city town, village and prescribe under the bye-laws framed under this Policy.
- (3). This Policy of seasonal categorization would be applicable for both the permanent and temporary outdoor media devices so to accommodate the “visibility” and “vantage” factors in a particular display zone.

**24. Categorization by Design and Colour**

- (1). The Competent Authority may decide and specify specific design and may decide colour for outdoor media devices and display as may be relevant to the area concerned as may be prescribed under

the bye-laws or legislations that may be framed under this Policy.

- (2) The Competent Authority may decide and specify design and color for personal display boards to provide a uniform look to the city/ area landscape, which are otherwise exempted from application of this Policy.

## **Chapter 6: Monitoring Mechanism**

### **25. Identification Number of each Outdoor Media Device**

(1). The Competent Authority, shall assign a unique identification number for every outdoor media device (both permanent and temporary) following the logic prescribed in *Schedule 8*.

(2) The identification number allotted for a permanent outdoor media device shall be displayed and affixed on a 2 ft x 1 ft metal plate with a logo of the Competent Authority, as the case may be.

(3). The metal plate should be displayed on the bottom right-hand corner of each outdoor media device for identification and verification of the Competent Authority.

(4). In case of non-compliance or failure on part of the “*agency for outdoor media device*”, the Competent Authority may demolish, remove, or confiscate the outdoor media device by categorizing it as an unauthorized outdoor media device.

(5). The “*agency for outdoor media device*” and “*agency for display*” shall ensure that there is no theft and tampering of the metal plate; in case of loss by any unavoidable circumstances, they must report the matter to the Competent Authority and request for a replacement.

(6). The identification number so assigned would be captured in the computerized application, where detail of every outdoor media device would be available for geo-tagging on the satellite images and ledger account of every outdoor media device maintained for ease of monitoring.

### **26. Technology based Solution for Registration, Permission, Allotment, Renewal, Monitoring and Control**

(1). The State Government shall develop a uniform application for the purpose of registration, permission, renewal, monitoring and control for erection, construction, and placement of outdoor media devices and display of commercials and non-commercials using the outdoor media device and mandate the Competent Authority to adopt and record all events and transactions using the application.

(2). The Competent Authority shall adopt the system for grant of registration, permission, renewal, monitoring and control for erection, construction, and placement of outdoor media devices and display of

commercials and non-commercials using the outdoor media device.

(3). The Competent Authority shall prepare and maintain a GIS based Outdoor Media Device Master Plan for the area under the jurisdiction of the Competent Authority, and geo-tag all such outdoor media devices.

(4). All information about outdoor media devices and display, including this Policy, Rules and bye-Laws or legislation to be enacted in this regard, details of placement of structures, availability of space available under each category of zone, all notifications related to outdoor media devices and display shall be made available to general public by means of display of information on the Website of the respective Corporation, Municipalities, or Panchayat and the Competent Authority.

## Chapter 7: Tariff Structure

### 27. Tariff Structure

(1). The tariff structure for the regulation activity under this Policy would be as below:

(A) Fees for Registration

(a). Fees for Agency Registration – “Agency for outdoor media devices” separately for each category and sub-category of types of outdoor media devices based on its shape, the agency wants to register for, and registration shall either be for:

(i). *Base Category* – when the registration is for outdoor media device under the specific category and sub-category is less than twenty (20);

(ii). *Premier Category* – when the registration is for outdoor media device under the specific category and sub-category is twenty (20) or more than twenty (20);

(b). Fees for Agency Registration – “Agency for Display” for display of commercials and non-commercials using outdoor media devices separately for each category and sub-category of types of outdoor media devices based on its shape, the agency wants to register for, and registration shall either be for:

(i). *Silver Category* – when the registration is for display on outdoor media device under the specific category and sub-category is less than twenty (20);

(ii). *Gold Category* – when the registration is for display on outdoor media device under the

specific category and sub-category is twenty (20) or more than twenty (20);

(B). Fees for Permission/licence fees

- (a). Fees for OMD Permission – on Private Land or Building – Permanent Type.
- (b). Fees for OMD Permission – on Public Land or Building – Permanent Type
- (c). Fees for OMD Permission – on land and Building belonging to local bodies – Permanent Type
- (d). Fees for OMD Permission – on Private Land or Building – Temporary Type.
- (e). Fees for OMD Permission – on public land (Union or State Government) - Temporary Type.
- (f). Fees for OMD Permission – on land belonging to local bodies - Temporary Type.

(C). Collection from Allotment

- (a). Land/Space/Site Utilization Charges following a process of auction and entering into a valid agreement for lease of the land/space/site by any department, section, wing of Union or State Government (this would be in the nature of rent from leasing or letting of government assets);
- (b). Fees for Display Permission from following a process of auction and entering into a valid agreement for lease of the outdoor media devices belonging to the Corporation of the City of Panaji, Municipalities and Panchayat only (this would be in the nature of rent from leasing or letting of government assets);

(D). Payment of advertisement tax

The advertisement tax shall be levied and collected as determined by the local bodies or the Government and would be collected on their behalf by the Competent Authority.

(E). Miscellaneous Fees

- (a). “Name Transfer and Mutation Fee”, applicable for both “agency for outdoor media device” and “agency for Display” willing to transfer the permission received for setting up outdoor media device and for display using the outdoor media device to another registered agency of the Competent Authority;
- (b). “Regularization Fee”, applicable for both “agency for outdoor media device” and “agency for Display” and for any non-registered entity found by the Competent

Authority to have violated any provision of the law and the policy guidelines; this fee would be payable in addition to the regular fees as to be prescribed by the Competent Authority in the Rules and bye-Laws framed under this Policy;

- (c). "Late Fees", applicable for both "agency for outdoor media device" and "agency for Display" when found the Competent Authority to have delayed any payment liability beyond the prescribed due date and as prescribed by the Rules and bye-Laws or legislation to be framed under this Policy;
  - (d). "Escalation Fee", applicable for allotment for lease of the land/space/site by the Competent Authority and allotment for display using outdoor media device, when contracted for a period more than a year and when specifically included in the terms of agreement;
  - (e). "Security Deposit", at the time of permission and/or allotment, if the Competent Authority decides as per the prescribed norms of procurement and contracts;
  - (f). "Performance Deposit/Guarantee", at the time of permission and/or allotment, if the Competent Authority decides as per the prescribed norms of procurement and contracts;
- (2). The Competent Authority shall decide the tariff structure following all process and procedures as prescribed under the Act and Rules thereunder or the legislation enacted under this policy;
- (3). The Competent Authority shall decide the time and factors of revision of tariff structure, however, may revise the fee according to the cost inflation index that Reserve Bank of India or the Central Board of Direct Taxes adopts.

## **28. Maintenance of e-registers**

An updated e-register shall be maintained by the Competent Authority for every urban and rural local body and for any department of Government in respect of issue of license for erecting hoarding and collection of rent and advertisement tax on hoardings.

## **29. Remittance of revenue to the urban and rural local bodies of license fees and advertisement tax on hoardings etc. collected by the Competent Authority.**

The Competent Authority shall arrange to remit to the concerned local body or Government department the eighty percent (80%) of the applicable fees collected on their behalf by the Competent Authority on every quarterly basis before 10<sup>th</sup> of month of April, July, October and January of the succeeding year and utilize the balance twenty percent (20%) for its administrative expenses and to carry forward/implement the mandate of this policy.

**30. REVENUE SHARING :**

The revenue sharing has been worked at 80:20 percent between the Local Self Government Bodies and Government

## **Chapter 8: Miscellaneous Matters**

**31. Maintenance and Inspection**

- (1). *Maintenance:* All outdoor media device / structures for which a permission is required, together with all their supports, braces, guys, and anchors shall be kept in good condition, both structurally and aesthetically, and when not galvanized or constructed of approved corrosion resistive non-combustible materials, shall be painted when necessary to prevent corrosion.
- (2). *Housekeeping:* It shall be the duty and responsibility of the “agency for outdoor media device” of every outdoor media device to maintain the immediate premises occupied by the outdoor media device, in a clean, sanitary and healthy condition.
- (3). *Inspection:* Every outdoor media device for which permission has been issued and every existing outdoor media device for which permission is required shall be inspected by the Competent Authority or any designated official of the Competent Authority, at least once in every calendar year. The inspection report shall be recorded in the presence of the owner/agency.
- (4). A special District level Task Force (DTF) and Sub-divisional Task Force (STF) at taluka level to be constituted for the purpose of random inspections and removal of illegal hoardings. The STF shall meet weekly and take actions on the illegal hoardings based on random checks and the complaints of illegal hoardings forwarded to them. The DTF to further take fortnightly meetings and monitor the working of sub-divisional task force. The DTF shall also submit fortnightly report to the Competent Authority on the action taken. These task forces shall ensure that there is strict compliance with all the provisions of this policy.

**32. Survey and Audit of Outdoor Media Devices**

- (1). The Competent Authority through District Task Force or Sub-divisional Task Force and Captain of Ports shall conduct a regular survey, at least once in a month on all existing outdoor media device in the Corporation of the City of Panaji, Municipalities and Panchayat limits and offshore areas respectively. During the survey it should be verified as to whether permission has been obtained and the erection, construction, and the placement of the outdoor media device is as per the permission granted.

(2). The Competent Authority through District Task Force or Sub-divisional Task Force, shall engage a certified Structural Engineer to do a random audit of the structure in terms of its stability and safety and who shall submit report to competent authority for necessary actions.

(3). In respect of outdoor media device where permission has not been obtained and where permission cannot be granted as per this Policy or other legislative framework, or which have failed the audit in terms of safety, the Competent Authority, shall initiate action forthwith from identification of the anomaly.

(4). In respect of outdoor media device where permission has been obtained but which have failed the audit in terms of safety or are in violation of the terms of this policy, the Competent Authority shall initiate action within 15 days from identification of the anomaly and issue a notice to the party to remove the outdoor media device.

(5). If the agency fails to rectify and resolve the complaint within a reasonable time, then the Competent Authority shall initiate punitive actions as included in the Policy or as per the legislation that may be enacted as per this policy or the relevant Act in force, including removal of the materials, levy of penalty, or both.

### **33. Unsafe and Unlawful OMDs**

(1). When any outdoor media device or structure becomes insecure, or in danger of falling, or otherwise unsafe, or if any outdoor media device or structure is unlawfully installed, erected or maintained in violation of any of the provisions, the owner thereof, or the person or agency maintaining the same, shall upon written notice of the Competent Authority, forthwith in the case of immediate danger and in any case within not more than three (3) days, make such outdoor media device or structure conform to the provisions of this part or shall remove it.

(2). If within three days, if the order is not complied with, the Competent Authority may remove such outdoor media device or structure at the expense of the owner/agency.

**34. Serving of Notices**

(1). Any notice that is required to, or may, be served, delivered or given in terms of, or for the purposes of, implementation framework, must be served in any of the following ways:

- (i). by sending a copy of the notice by registered or under postal certificate to the last-known address of the person concerned/Owner, and, unless the contrary is proved, it is deemed that service was effected on the seventh day following the day on which the document was posted;
- (ii). by faxing a copy of the notice to the person, if the person has in writing furnished a fax number to the Government Authority or an authorized official;
- (iii). by forwarding the notice through e-mail on the registered e mail id; and
- (iv). by handing over a copy of the notice to any of the authorized representative;

**35. Appeals**

Any person whose rights are affected by a decision of the Competent Authority in terms of or for the purposes of this Policy, may appeal against that decision to the “Appellate Authority” appointed by the Government within the framework of this Policy.

**36. Duties of officers**

It shall be the duty of the Competent Authority, Collector of the District and the Deputy Collector of every Sub-Division, upon expiry of a period of 180 days from the date of coming into force of this policy, to identify such hoardings/outdoor media devices which are unauthorized or any part of it which is unauthorized and have not applied for regularization within the said period and initiate necessary action for demolition/removal of such unauthorized erections.

**37. Protection of action taken in good faith**

No suit, prosecution or any other legal proceedings shall lie against the Competent Authority and/or its authorized officers under this policy for anything which is done in good faith or intended to be done under this policy.

**38. Insurance**

The owner or lessee of the outdoor media device shall be liable to buy insurance against public liability during the term and at its sole cost and expense, the licensee shall obtain and keep a public liability insurance policy for their respective rights, interests and liabilities to third parties in respect of accidental death of, or accidental bodily injury to, persons; or accident damage to property.

At any time during the License period, the Licensee shall provide evidence of a valid Insurance of the Advertisement device to the Competent Authority, on demand.

### **39. Indemnity**

A licensee/owner/applicant shall be required to indemnify Competent Authority for the designated Advertising Device and activities permitted within the boundaries of Competent Authority.

The licensee shall indemnify the Competent Authority against all actions, proceeding, claims demand, cost, losses damages and expense which may be brought against, or made upon the Competent Authority which arise as a result of the installation of an Advertising Devices. The licensee shall keep the Competent Authority indemnified against the actions, proceedings, claims, demands, cost, losses, damages and expenses which may be bought against, or made upon, the Competent Authority which might arise from the existence of such advertising devices. The advertisers shall always be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the display of device/advertisement and the consequential claim shall be borne by the advertiser who will also indemnify and safeguard the Competent Authority in respect of any such claim or claims.

### **40. Removal of difficulties**

If any difficulty arises in giving effect to the provisions of this policy, the Government may, by general or special order published in the official Gazette, make such provision consistent with the provisions of this policy or relevant Acts, as appear to it to be necessary or expedient for the purpose of removing difficulty.

### **41. Enactment of special legislation in order to give a legal framework to this policy**

The State Government shall constitute an Ad-hoc Committee as contemplated in clause 5 of this policy to finalize and enact a special legislation within a period of six months of notification of this policy in order to give a legal framework to this policy guidelines. After enactment of special legislation, the provisions made in the relevant act and rules, bye-laws framed thereunder may stand repealed.

## Schedules

### Schedule 1

[See Clause 7]

#### General Criteria for Selection of Sites

- (1) For outdoor media devices erected or constructed on land (irrespective of being public or municipal or private land), the following criteria needs consideration:
  - (1). Apart from accommodating vehicular and pedestrian traffic, there shall be road reserves or corridors for utility services such as power, telecommunications, gas, storm water, water supply and sewerage. The location of these services is known by other utility agencies with their own legislative right to install these services within the road reserve;
  - (2). The Competent Authority and the “agency for outdoor media device” may not have the accurate location of all underground services. The “agency for outdoor media device” is responsible to co-ordinate, inform and communicate to relevant authorities before any excavation or fabrication on site work is to be undertaken. Any liability, delay, or accident that happens, is the complete responsibility of “agency for outdoor media device”
  - (3). The “agency for outdoor media device” is solely responsible for ensuring that during erection, maintenance, alteration and operation of an outdoor media device, the device does not conflict with services or other things within the road reserve.
  - (4). The Competent Authority may ask the “agency for outdoor media device” to either replace or altogether remove any outdoor media device to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening;
  - (5). When erected on ground the outdoor media device, the ground clearance should be at least 10 feet and not greater than 60 feet. The top of the hoarding shall not be greater than 70 feet from the ground surface;
  - (6). **Lateral Placement for Driver Distraction Control:** Outdoor Media Devices shall not be permitted on traffic islands and where carriageways diverge so much that oncoming traffic is not visible because of topography or dense vegetation; site selection criteria for lateral placement is in the following table where  $y = \text{height of the top of the OMD from ground} + (\text{width of the road } / 2)$ :

**Table: Site Selection Criteria for Lateral Placement**

S. No	Road Width of the main Road	Minimum Straight Road clear distance (in meter) from centre of the road
1	Road width upto 10 m undivided or divided carriageway	8 meters or y (whichever is higher)
2	Road width more than 11 m and upto 20 meters of undivided or divided carriageway	16 meters or y (whichever is higher)
3	Road width more than 21 m and upto 25 meters of undivided or divided carriageway	20 meters or y (whichever is higher)
4	Road width more than 26 m and upto 30 meters of undivided or divided carriageway	21 meters. or y (whichever is higher)
5	Road width more than 31 m and upto 40 meters of undivided or divided carriageway	26 meters or y (whichever is higher)
6	Road width more than 41 m undivided or divided carriageway	35 meters or y (whichever is higher)

- (7). **Longitudinal placement for Driver Distraction Control:** There shall be set out minimum distances between the outdoor media devices and traffic conflict points, official traffic signs and other outdoor media devices (i.e. reduce permanent outdoor media device density);
- (8). To facilitate the smooth flow of the traffic and to avoid any traffic hazard caused by the placement of outdoor media devices following shall be followed while finalizing longitudinal placement of any device, the distance for placement of outdoor media device shall be measured from the edge of the road and not from the center of the road for all type of junction, intersection, roundabouts etc.; site selection criteria for longitudinal placement is in the following table:

**Table: Site Selection Criteria for Longitudinal Placement**

<b>Sl. No.</b>	<b>Road width of Main Road (in meter)</b>	<b>Minimum clear distance (in meter) from edge of the road</b>
a.	Road width less than 20 meter undivided or divided carriage way	15 meters
b.	Road width more than 20 but less than 30 meters undivided or divided carriage way	30 meters
c.	Road width more than 30 but less than 60 meters undivided or divided carriage way	40 meters
d.	Road width more than 60 meters undivided or divided carriage way	50 meters

- (2) For outdoor media devices erected or constructed on **buildings – walls or roof tops** (irrespective of being public or municipal or private land), the following criteria needs consideration:
- (1). A Structural Engineer practicing in the field of structural engineering shall certify permanent category of outdoor media device structures positioned on the wall or roof-top of the building;
  - (2). This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of these Rules. The foundations shall be designed and checked for extreme wind conditions, earthquake, soil bearing capacity, etc.;
  - (3). The Structural Engineer shall be accountable in case of any structural disability of the OMDs. Certified structural engineer should do the annual audit of the structure and report should be submitted to competent authority;
  - (4). When erected on top of the building, the ground clearance should be at least 11 feet. The top of the hoarding shall not be more than 25 feet from the terrace level;
  - (5). The “agency for OMD” shall produce a “No Objection Certificate” (NOC) from the Ministry of Civil Aviation, Government of India, and shall observe all their rules and regulations as may be applicable;

**Schedule 2**

[See Clause 8]

**General Requirement for the Outdoor Media Device**

1. Any “*agency for outdoor media device*” must ensure that such device is designed with the following criteria,

- (1). The outdoor media device is not detrimental to the nature of the environment, streetscape, urban design or detract from the architecture of any building on which or where such device is to be located, by reason of abnormal size, appearance, intensity of illumination, workmanship, design or its existence; in case of anomalies and deviation, the Competent Authority would have full power to dismantle such structure;
- (2). The outdoor media device shall not wholly or partially obscure any other outdoor media device previously installed and **maintain a minimum radial distance of 50 meters from an outdoor media device already installed** (the Competent Authority may fix norms based on the display zones);
- (3). The outdoor media device shall not constitute a danger to any person or property or traffic safety;
- (4). The outdoor media device shall not project outside the boundaries of the property on which it is to be erected or displayed;
- (5). The outdoor media device shall not result in the removal of, or damage to, any tree in a public place without prior written authorization of the Competent Authority;
- (6). The outdoor media device shall not be unsightly and shall comply with minimum distances as prescribed in this policy;
- (7). The outdoor media device shall not have a detrimental visual impact on property within the radius as specified under the categorization of display zones;
- (8). The outdoor media device shall not be outside the display zones allowed for erection or placement of outdoor media device;
- (9). An outdoor media device may be considered a traffic hazard, if it interferes with road safety or traffic efficiency like:
  - i. If it interferes with the effectiveness of a traffic control device (e.g. traffic light, stop or give way sign);
  - ii. Distracts a driver at a critical time (e.g. making a decision at an intersection);
  - iii. Obscures a driver's view of a road hazard (e.g. at corners or bends in the road);
  - iv. Gives instructions to traffic to "stop", "halt" or other (e.g. give way or merge) or other instructions, which are not given by the traffic authority;
  - v. Imitates a traffic control device;
  - vi. Is a dangerous obstruction to road or other infrastructure, traffic, pedestrians, cyclists or other road users;
  - vii. Is in an area where there are several devices and the cumulative effect of those

- devices may be potentially hazardous;
- viii. If situated at locations where the demands on drivers' concentration due to road conditions are high such as at major intersections or merging and diverging lanes;
  - ix. Outdoor media devices shall not use shapes that could potentially result in an outdoor media device being mistaken for an official traffic sign; the Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations;
  - x. No outdoor media device may be located inside a prohibited area of a public street and in relation to overhead road traffic signs;
  - xi. If it is in the declared dangerous (partly or fully) or has been issued with the notice under the City of Panaji Corporation Act, 2002, Goa Municipalities Act, 1968 and Panchayati Raj Act, 1994, or any other relevant law in force, as the case may be;
  - xii. If it violates the building by-laws of the Corporation, Municipality/Panchayat;
  - xiii. If it is against the public interest;
- (10). Besides aforesaid, such outdoor media devices would be disallowed if additional driver attention and decision making are required at the following:
- i. high speed diverging, merging or weaving at an Intersection such as at a "Y" intersection or large high-speed roundabouts;
  - ii. in the vicinity of Intersections where through lanes merge and where vehicles are required to merge at higher speeds (e.g. where "trap lanes" are created on the approaches to, or exit from, intersections and where a divided motorway becomes a two-way road);
  - iii. Intersections or sections of road which, because of lane configuration or geometry, may require an increased level of driver concentration (e.g. five-way intersections, back to back horizontal curves);
  - iv. on the outside curve of a divided road where advertising is directed at traffic on the opposite carriageway and the geometry, angle or other factors make this undesirable;
  - v. sections of road displaying traffic signals, directional signage, regulatory or advisory signage that (when considered singularly or in combination) are believed to be significantly more different or complex than would normally be expected (at these intersections, it would be expected that the required reading and interpretation period of the traffic control device(s) would be significantly longer);
  - vi. Any outdoor media device must be positioned at the prescribed distance from the center of an intersection; and traffic flow may not be impeded during the erection and maintenance of an outdoor media device located in a public street, provided precaution has been arranged and prior permission has been obtained from the Competent Authority;

- vii. sections of road that have a vehicle crash history higher than the system average;
  - viii. pedestrian crossing facilities;
  - ix. infringe the free movement in and out of schools, hospitals, and places of medium and large gathering;
- (11). The outdoor media device shall not obstruct a fire escape or the means of access to or egress from a fire escape; or comply with the minimum clearance with regard to overhead power lines stipulated in any law;
- (12). Upon approval of an outdoor media device, it shall not be altered, removed, re-erected or upgraded, except for maintenance work, which may be required for the upkeep of an outdoor media device, without prior written approval of the Competent Authority.
- (13). Only sites approved by the Competent Authority in terms of this Policy for the purpose of display shall be used for such display;
- (14). In case of outdoor media devices placed on parts/portions of any building (private or public), the following points need further consideration:
- i. The structure shall not block the passage, entrance, or cause inconvenience of access to any building (both entry & exit);
  - ii. The structure shall not block the passage of light or circulation of air/ ventilation to any building;
  - iii. The structure shall not block any door, window, verandah or any such opening in any building;
  - iv. The structure shall not block, conceal or inconvenience the public view of the architectural features of any building;
  - v. The structure shall not block, conceal, or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner so that the business behind is affected;
  - vi. Outdoor media devices shall be allowed to be erected on a building only if it has been examined for structural stability and the building has been examined on whether it can withstand the pressure of the hoarding, and a certificate to that effect is produced from empaneled Structural Engineer with the Competent Authority or any government body; and
  - vii. Must additionally follow any guidelines as under the National Building Code of India;
- (15). **The Competent Authority may discourage the use of multiple angle hoardings and encourage single pole or dual pole hoardings with dual or multiple vision from sides, provided they pass the structural stability test;**
- (16). **The Competent Authority may discourage the use of flex materials, as after a high wind storm, they tend to snap and create a nuisance on the street, the drains, and often dangle unsafely, which may harm passerby and passing vehicles;**
- (17). The design/erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the enlisted Structural Engineer of the Competent Authority. For structurally unstable outdoor media devices which were in existence before

implementation of these guidelines, the agency owning such hoardings shall be advised to seek the views of a Government recognized -empaneled Structural Engineer.

(18). The **use of energy used in back-lit or front-lit outdoor media devices** shall comply with the following criteria additionally:

- i. The electrical connections to OMDs shall be in accordance with relevant Bureau of Indian Standards (BIS) and Bureau of Energy Efficiency (BEE);
- ii. To promote conservation of energy, it is recommended to use alternate renewable resources like Solar Power;
- iii. No generators running on diesel/petrol/kerosene or any bio fuel, causing noise, air or water pollution shall be used for illumination except with permission/NOC of the Goa State Pollution Control Board;
- iv. Outdoor media devices with illumination shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light's;
- v. All lighting associated with the outdoor media devices shall be directed solely on the outdoor media device and its immediate surrounds;
- vi. External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists;
- vii. Illumination of outdoor media device is to be concealed so to be integral part of it;
- viii. Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign so that glare does not extend beyond the outdoor media devices;
- ix. The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M.) and sunrise by automatic timing devices; the Competent Authority may make a list of OMDs that would adhere to this policy guidelines;
- x. Non-static illuminated outdoor media devices (flashing lights) are not permitted within the boundaries of municipal roads;
- xi. Moving, rotating or variable message outdoor media devices are not permitted within the boundaries of main arterial roads as this may cause a statistically significant distractive influence on motorist's response times to external stimuli;
- xii. Electrical connections to outdoor media devices shall be designed to be safe in the event of accidental knock down;
- xiii. The agency/licensee or owner of the outdoor media device is the power consumer and shall make application for power connection shall obtain electricity connection from the respective distribution company/agency for illuminated display at each site in his own name, for the Competent Authority would provide him necessary no objection certificate on his specific request;
- xiv. The electricity distribution company shall not give the electricity connection to

- the outdoor media device without reviewing the permission order issued by the Competent Authority for the construction or erection or use of the outdoor media device;
- xv. Any charges for power connection and supply shall be incurred directly by the licensee/agency or owner of the outdoor media device. A copy of the electricity supplier's letter of acceptance/billing arrangement shall be provided to the Competent Authority for record;
  - xvi. The electrical installation work shall be performed by a licensed electrical worker following the relevant regulation and rules and the relevant electricity supplier's requirements;
  - xvii. Adequate insulation and protection equipment and procedures shall be in place to protect maintenance and service personnel working on either the outdoor media device or the road lighting circuit. For earthing, a separate earth electrode shall be used, and active and neutral conductors shall be used only for supply from the supply point.
  - xviii. A sketch plan shall be submitted to Competent Authority showing the location from where the electricity is being drawn along with position of various other ancillary requirements, duly signed by a qualified electrical engineer practicing in same field;
  - xix. A copy of the electrical contractor's test certificate shall be provided to the Competent Authority. The switching device shall be of a type approved by the electricity supplier;

### Schedule 3

[See Clause 9]

#### General Requirement for the Display using Outdoor Media Device

1. All displays shall adhere to the norms set below. The Competent Authority may take action to modify or remove any outdoor media device and display thereon that contravene the Advertising Industry's Code of Ethics, or that otherwise causes a traffic hazard, or send negative vibes among the citizens or the passersby, or the tourists and visitors to the city.

#### Negative Displays

2. The list of negative displays through any commercial and non-commercial displays would include:

- (1). Display of Nudity (*irrespective of any gender*);
- (2). Racial displays or displays propagating caste community or ethnic differences;

- (3). Displays promoting drugs, alcohol, cigarette, or tobacco items (*including any surrogate displays of such items*);
- (4). Displays propagating exploitation of women or child;
- (5). Displays having sexual overtones;
- (6). Displays depicting cruelty to animals;
- (7). Displays depicting any nation or institution in poor light;
- (8). Displays casting aspersions on any brand or person;
- (9). Displays banned by any law;
- (10). Displays glorifying violence;
- (11). Destructive devices and explosives depicting items;
- (12). Any psychedelic, laser or moving displays;
- (13). Displays of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (14). Displays, which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- (15). Displays which may be obscene or contain pornography or contain an "indecent representation of women" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986;
- (16). Displays linked directly or indirectly to or include description of items, goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the Drugs and Cosmetics Act, 1940, the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, the Indian Penal Code, 1860; and
- (17). Any other items considered inappropriate by the Competent Authority;

### **Legible Displays**

3. All display matters would be legible and shall not confuse the viewer or the passing motorists. The following criteria shall apply for ensuring legibility:

- (1). For all categories of outdoor media devices (other than OMDs which are directed at pedestrians), text elements on an outdoor media device face should be easily discernible to traveling motorists. This will minimize driver distraction. Additionally, a sign shall be such that it be quickly and easily interpreted so as to convey the required display message to the viewer and reduce the period of distraction.
- (2). The content or graphic layout exhibited on outdoor media device panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver;
- (3). **All outdoor media devices shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the outdoor media device area, unless otherwise permitted by the Competent Authority;**

**Schedule 4**

[See Clause 19]

**Categorization of Display Zone**

Display zones shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, the Competent Authority shall adhere to codes for uniform reporting*):

1. **Zone A:** all areas within City limits, coastal panchayat, abutting National and state highways and other roads having width of more than 60 ft, areas adjoining airports, railway stations and other prominent transport modes.
2. **Zone B:** All other areas not covered under Zone A.

**Schedule 5**

[See Clause 20]

**Categorization of Display Points**

Display points shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, the Competent Authority shall adhere to codes for uniform reporting*):

**I. Public/Government/Municipal Land (*including space – horizontal and vertical, and sites*)**

- 1.1. Above 60 ft Road - One Way Road (PGL-001)
- 1.2. Above 60 ft Road - Two Way Road (PGL-002)
- 1.3. Above 30 ft but below 60 ft Road - One Way Road (PGL-003)
- 1.4. Above 30 ft but below 60 ft Road - Two Way Road (PGL-004)
- 1.5. Below 30 ft Road - One Way Road (PGL-005)
- 1.6. Below 30 ft Road - Two Way Road (PGL-006)
- 1.7. 3-Road Crossing/Junction (PGL-007)
- 1.8. 4-Road Crossing/Junction (PGL-008)
- 1.9. 5-Road Crossing/Junction (PGL-009)
- 1.10. Other-Road Crossing/Junction (PGL-010)
- 1.11. Road Dividers/Medians (PGL-011)
- 1.12. Traffic Circles/Islands (PGL-012)
- 1.13. Foot-paths / pavements/pedestrian ways/joggers' park, cycle tracks (PGL-013)
- 1.14. Tree Guards (PGL-014)
- 1.15. Traffic Barricades (PGL-015)
- 1.16. Foot over-bridge (PGL-016)
- 1.17. Road over Bridge (ROB) (PGL-017)
- 1.18. Road under Bridge (RUB) (PGL-018)
- 1.19. Open Land (including land-fills) (PGL-019)
- 1.20. Lakes and water-bodies (PGL-020)
- 1.21. Adjacent or Appurtenant land to any of the Government Buildings (PGL-021)
- 1.22. Other open areas (PGL-022)
- 1.23. Off shore advertisement (PGL-023)

2. **Public/Government/Municipal Building (*including the roof top, the building walls, and the boundary wall, assets, utilities, or surface*)**
  - 2.1. Government Offices (PGB-001)
  - 2.2. Government School (PGB-002)
  - 2.3. Government College/University (PGB-003)
  - 2.4. Government Hospitals (PGB-004)
  - 2.5. Courts (PGB-005)
  - 2.6. Government Market (PGB-006)
  - 2.7. Government Residential Quarters (PGB-007)
  - 2.8. Heritage Buildings / Places of Historic Importance (PGB-008)
  - 2.9. Public Toilets / Convenience Points (PGB-009)
  - 2.10. Communication Towers (PGB-010)
  - 2.11. Other Government Buildings (PGB-011)
3. **Non-Government or Private Land (*including space – horizontal and vertical, and sites*)**
  - 3.1. Open Land owned by anyone other than Government (NGL-001)
  - 3.2. Appurtenant land along with non-government buildings (NGL-002)
4. **Non-Government or Private Building (*including the roof top, the building walls, and the boundary wall, assets, utilities, or surface*)**
  - 4.1. Private Offices (NGB-001)
  - 4.2. Private School (NGB-002)
  - 4.3. Private College/University/Educational Institution (NGB-003)
  - 4.4. Private Hospitals (NGB-004)
  - 4.5. Shopping Complex (NGB-005)
  - 4.6. Hotels / Restaurants (NGB-006)
  - 4.7. Private Residential Buildings/Apartments/Housing Complexes (NGB-007)
  - 4.8. Private Communication Towers (NGB-008)
  - 4.9. Other Private Buildings (NGB-009)

## Schedule 6

[See Clause 21]

### Categorization of Outdoor Media Devices - Shape

Shapes of outdoor media devices shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point, the Competent Authority shall adhere to codes for uniform reporting*):

**1. Permanent OMD**

- 1.1. Hoarding on Iron/ Steel multiple angles structures/frames*
  - 1.1.1.Normal - One Side - back lit (PM-H-01)
  - 1.1.2.Normal - Two Sides - back lit (PM-H-02)
  - 1.1.3.Normal - Multiple Sides - back lit (PM-H-03)
  - 1.1.4.Normal - One Side - front lit (PM-H-04)
  - 1.1.5.Normal - Two Sides - front lit (PM-H-05)
  - 1.1.6.Normal - Multiple Sides - front lit (PM-H-06)
  - 1.1.7.Normal - One Side - Non-lit (PM-H-07)
  - 1.1.8.Normal - Two Sides - Non-lit (PM-H-08)
  - 1.1.9.Normal - Multiple Sides - Non-lit (PM-H-09)
  - 1.1.10. Electronic Display (fixed/scrolling) - One Side- (PM-H-10)
  - 1.1.11. Electronic Display (fixed/scrolling) - Two Sides (PM-H-11)
- 1.2. Wall Wrap*
  - 1.2.1.Perforated Mesh (PM-W-01)
  - 1.2.2.Normal Flex or Plates (PM-W-02)
  - 1.2.3.Electronic Display (fixed/scrolling) (PM-W-03)
- 1.3. Unipole (structure on a single shaft)*
  - 1.3.1.Normal - One Side - back lit (PM-U-01)
  - 1.3.2.Normal -- One Side - front lit (PM-U-02)
  - 1.3.3.Normal -- One Side - non-lit (PM-U-03)
  - 1.3.4.Electronic Display (fixed/scrolling) - One Side (PM-U-04)
  - 1.3.5.Electronic Display (fixed/scrolling) - Two Sides (PM-U-05)
  - 1.3.6.Normal - Two Side - back lit (PM-U-06)
  - 1.3.7.Normal - Two Side - front lit (PM-U-07)
  - 1.3.8.Normal -- Two Sides - non-lit (PM-U-08)
  - 1.3.9.Normal - Three Side - back lit (Tri-vision) (PM-U-09)
  - 1.3.10. Normal - Three Side - front lit (Tri-vision) (PM-U-10)
  - 1.3.11. Normal - Three Side - non-lit (Tri-vision) (PM-U-11)
- 1.4. Dualpole (structure on a double shaft)*
  - 1.4.1.Normal – One Side – back lit (PM-D-01)
  - 1.4.2.Normal - One Side - front lit (PM-D-02)
  - 1.4.3.Normal - One Side - non-lit (PM-D-03)
  - 1.4.4.Normal - Two Sides – back lit (PM-D-04)
  - 1.4.5.Normal - Two Sides – front lit (PM-D-05)
  - 1.4.6.Normal - Two Sides – non-lit (PM-D-06)
  - 1.4.7.Electronic Display (fixed/scrolling) - One Side (PM-D-07)
  - 1.4.8.Electronic Display (fixed/scrolling) - Two Sides (PM-D-08)
- 1.5. High Mast Pole – Back lit, Front-lit, Non-lit (Display)*
  - 1.5.1.Normal - One Side (PM-P-01)
  - 1.5.2.Normal - Two Sides (PM-P-02)
  - 1.5.3.Normal - Three Sides (PM-P-03)
  - 1.5.4.Normal - Four Sides (PM-P-04)

***1.6. Gantry (Signage's display across road width)***

- 1.6.1.Normal - One Side – back lit (PM-G-01)
- 1.6.2.Normal - One Side – front lit (PM-G-02)
- 1.6.3.Normal - One Side – non-lit (PM-G-03)
- 1.6.4.Normal - Two Sides – back lit (PM-G-04)
- 1.6.5.Normal - Two Sides – front lit (PM-G-05)
- 1.6.6.Normal - Two Sides – non-lit (PM-G-06)
- 1.6.7.Electronic Display (fixed/scrolling) - One Side (PM-G-07)
- 1.6.8.Electronic Display (fixed/scrolling) - Two Sides (PM-G-08)

***1.7. Shelter – Bus, Transit Waiting, Rain***

- 1.7.1.Normal – Awning and Front Panels (PM-S-01)
- 1.7.2.Normal – Inside and Back Panels (PM-S-02)
- 1.7.3.Electronic Display (fixed/scrolling) – Awning and Front Panels (PM-S-03)
- 1.7.4.Electronic Display (fixed/scrolling) – Inside and Back Panels (PM-S-04)

***1.8. Miscellaneous Structures***

- 1.8.1. Structure on Traffic/Police Booths – Awning and Panels -- back lit, front lit, non-lit (PM-M-01)
- 1.8.2. Wall paintings (PM-M-02)
- 1.8.3. Dealer Boards on Shops (with display of products or services) – back lit, front lit, non-lit (PM-M-03)
- 1.8.4. Self-Display or Personal Boards or Name Plates (displaying name and business type only) – back lit, front lit, non-lit (PM-M-04)
- 1.8.5. Film Poster Points – back lit, front lit, non-lit (PM-M-05)
- 1.8.6. Kiosks on Road Median/Sidewalk or Street Lights / Lamp Posts/Concrete columns of bridges, posters inside vehicles – back lit, front lit, non-lit (PM-M-06)
- 1.8.7. Lollipop – back lit, front lit, non-lit (in different innovative shapes) (PM-M-07)
- 1.8.8.Backlit Tower (in different innovative shapes) (PM-M-08)
- 1.8.9. Street Furniture (in different innovative shapes) (PM-M-09)
- 1.8.10. Shop Window (PM-M-10)
- 1.8.11. Public Amenities (PM-M-11)

**2. Temporary OMD**

- 2.1. Air Balloons (TM-X-01)
- 2.2. Collapsible Booths (temporary foldable structure) (TM-X-02)
- 2.3. Vehicle Branding including bus panel, metro/train/tram coaches (TM-X-03)
- 2.4. Mobile Display (tableau, especially displaying products/services) (TM-X-04)
- 2.5. Push Carts (displaying product names) (TM-X-05)
- 2.6. Audio Announcements among public with an electronic speaker in Public Place (TM-X-06)
- 2.7. Video Display on Public Place (TM-X-07)
- 2.8. Display on Stickers on Car (TM-X-08)
- 2.9. Flex Advertisement on temporary wood/bamboo structures (TM-X-09)
- 2.10. Cloth Banners (TM-X-10)
- 2.11. Foldable & Flexible Gantry (TM-X-11)
- 2.12. Election Banner & Materials (TM-X-12)
- 2.13. Cinema Slides/Films in Cinema, Theatre, & Multiplexes (TM-X-13)

**Schedule 7**

[See Clause 22]

**Categorization of Outdoor Media Devices – Size**

Size of outdoor media devices shall adhere to the norms set below (*alphabets, figures and characters within brackets denote codes for the specific point the Competent Authority shall adhere to codes for uniform reporting*):

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
i.	Permanent OMD	Hoarding on Iron/Steel multiple angles structures/frames	<b>Permitted</b> Option 1: 100 x 30ft  Option 2 : 70 x 30 ft	<b>Permitted</b> Option 1: 40 x 40ft  Option 2: 60 x 30ft	<b>Permitted</b> Option: 40 x 20 ft  Min Size: 20 x 20ft
ii.		Wall Wrap	<b>Permitted</b> Max Size: 20 x 15 ft  Min Size: 16 x 8 ft	<b>Permitted</b> Max Size: 15 x 8 ft  Min Size: 8 x 5 ft	<b>Permitted</b> Max Size: 7 x 5 ft  Min Size: any
iii.		Unipole (Structure on a single shaft)	<b>Not Permitted</b>	<b>Permitted</b> Option 1: 40 x 40ft  Option 2: 60 x 30ft	<b>Permitted</b> Option: 40 x 20 ft  Min Size: 20 x 20ft
iv.		Dualpole (structure on a double shaft)	<b>Permitted</b> Option 1: 100 x 30ft  Option 2 : 70 x 30 ft	<b>Permitted</b> Option 1: 40 x 40ft  Option 2: 60 x 30ft	<b>Permitted</b> Option: 40 x 20 ft  Min Size: 20 x 20ft
v.		High Mast Pole – Back lit, Front – lit, Non-lit (Display)	<b>Not Permitted</b>	<b>Not Permitted</b>	<b>Permitted</b> Max Size: 5 x 3 ft  Min Size: any
vi.		Gantry (Signage's display across road width)	<b>Permitted</b> Vertical – 7 ft; Horizontal – across road length (on the pavement, without infringing the pedestrian pathway)	<b>Permitted</b> Vertical - 5 ft; Horizontal – across road length (on the pavement, without infringing the pedestrian pathway)	<b>Not Permitted</b> Vertical- 3ft; Horizontal – across road length (on the pavement, without infringing the pedestrian pathway)
vii.		Shelter – Bus, Transit Waiting, Rain	<b>Permitted Front or Awning Panel</b> Max Size: 80% of the space  Min Size: any	<b>Permitted Inside/Back Panel</b> Max Size: 80% of the space  Min Size: any	<b>Permitted Side Panel</b> Max Size: 80% of the space  Min Size: any

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
viii.		Structure on Traffic/Police Booths – Awning and Panel – Back lit, front-lit, non-lit	Not Permitted	Permitted Option 1: 12 x 8 ft  Option 2: 8 x 5 ft	Permitted 5 x 3 ft
ix.		Wall Painting*	Not Permitted for commercial display	Not Permitted for commercial display	Not Permitted for commercial display
x.		Dealer Boards Above or on Sides of Shop entrance (with display of products or services) – back lit, front lit, non-lit	Not Permitted	Permitted Max Size: 50% of available surface space on all sides of the building  Min Size: 25% of available surface space on all sides of the building	Permitted Max Size: Less than 25% of available surface space on all sides of the building  Min Size: any
xi.		Dealer Boards on walls of Shop premises (with display of products or services) – back lit, front lit, non-lit	Permitted Max Size: 75% of available surface space on all sides of the building  Min Size: any	Permitted Max Size: 50% of available surface space on all sides of the building  Min Size: 25% of available surface space on all sides of the building	Permitted Max Size: Less than 25% of available surface space on all sides of the building  Min Size: any
xii.		Self-Display or Personal Boards or Name Plates (displaying name and business type only – no display of products and services) – back lit, front lit, non-lit	Not Permitted	Not Permitted	Permitted As permitted in the trade license
	<b>* Only permitted for Wall Painting – Aesthetics</b>				

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
xiii.		Film Poster Points – back lit, front lit, non-lit	<b>Permitted</b> Option 1: 40 x 40ft  Option 2: 60 x 30ft	<b>Permitted</b> Option: 40 x 20 ft  Min Size: 20 x 20ft	<b>Permitted</b> Option: 15 x 8 ft  Min Size: 8 x 5 ft
xiv.		Kiosk on Road Median/Sidewalk or Street Lights/Lamp Posts/Concrete columns of bridges, posters inside vehicles – back lit, front lit, non-lit	<b>Not Permitted</b>	<b>Not Permitted</b>	<b>Permitted</b> Option 1: 2 x 3 ft  Option 2: 3 x 6 ft  <b>*For Electricity poles, on alternate poles.</b>
xv.		Lollipop – back lit, front lit, non-lit (in different innovative shapes)	<b>Not Permitted</b>	<b>Not Permitted</b> :	<b>Permitted</b> Option 1: 4 x 3 ft
xvi.		Backlit Tower (in different innovative shapes)	<b>Not Permitted</b>	<b>Permitted</b> Max Size: 120 sq ft of surface area  Min Size: 75 sq ft of surface area	<b>Permitted</b> Max Size: Less than 75 sq ft of surface area  Min Size: any
xvii.		Display on Street Furniture (in different innovative shapes)	<b>Permitted</b> Max Size: 75% of available surface space of all side of the furniture  Min Size: any above 50%	<b>Permitted</b> Max Size: 50% of available surface space of all side of the furniture  Min Size: 25% of available surface space of all side of the furniture	<b>Permitted</b> Max Size: Less than 25% of available surface space of all side of the furniture  Min Size: any

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
xviii.		Shop Window	Not Permitted	Permitted Max Size: 75% of available surface space of all side of the window  Min Size: 40% of available surface space of all side of the window	Permitted Max Size: Less than 40% of available surface space of all side of the window  Min Size: any
xix.		Public Amenities	Permitted Max Size: 75% of available surface space of all side of the amenity  Min Size: any	Permitted Max Size: 50% of available surface space of all side of the amenity  Min Size: 25% of available surface space of all side of the amenity	Permitted Max Size: Less than 25% of available surface space of all side of the amenity  Min Size: any
xx.		Scroller	As decided by the Competent Authority		
xxi.		Wayboard with commercials	Not Permitted	Not Permitted	Permitted Max Size : 10% of the size of the wayboard
xxii.		Neon display	Permitted Option 1: 100 x 30ft Option 2: 70 x 30 ft	Permitted Option 1: 40 x 40ft Option 2: 60 x 30ft	Permitted Option: 40 x 20 ft Min Size: 20 x 20ft
xxiii.	Temporary OMD	Air Balloons	Permitted Max Size: 12 x 12 diameter	Not Permitted	Not Permitted
xxiv.		Collapsible Booths (temporary foldable structure)	Not Permitted	Permitted Max Size: Total 64 sq ft of area occupied Min Size: Total 36 sq ft of area occupied	Permitted Max Size: Total Less than 36 sq ft of area occupies Min Size: any

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
xxv.		Vehicle Branding including bus panel, metro/train/tram coaches (exterior only)	Not Permitted	Permitted Max Size: 75% of available surface space on all sides of the vehicle or individual coaches (expect front)  Min Size: 40% of available surface space on all sides of the vehicle or individual coaches (expect front)	Permitted Max Size: Less than 40% of available surface space on all sides of the vehicle or individual coaches (expect front)  Min Size: any
xxvi.		Mobile Display including motor-cycles (tableau, especially displaying products/services )	Permitted Max Size: Large motorized vehicle with engine capacity of not more than 6000cc  Displaying on all three sides, except the front	Permitted Max Size: Large motorized vehicle with engine capacity of not more than 3000 cc  Displaying on all three sides, except the front	Permitted Max Size: Motorized vehicle with engine capacity of not more than 1000 cc and non-motorized vehicle  Displaying on all three sides, except the front
xxvii.		Push Carts including bi-cycles (displaying product names)	Not Permitted Max Size:  Min Size:	Not Permitted Max Size:  Min Size:	Permitted Non-motorized push carts – 90% of available surface space on all sides of the vehicle/cart
xviii.		Audio Announcements among public with an electronic speaker in Public Place	Not Applicable	Permitted  Use of 3 to 5 speakers  *with NOCs from concerned department.	Permitted  Use of less than 3 speakers  *with NOCs from concerned department.

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
xxix.		Video Display on Public Place	Not Permitted	Not Permitted	Permitted Max Size: TV/LCD or LED Screens (2.5 x 4 mtrs).  * Distance between any two LCD/LEDs shall not be less than 10 meters.
xxx.		Display on Stickers on Car	Not Permitted	Not Permitted	Permitted Max Size: 2 sq ft of surface area  Min Size: any
xxxi.		Flex Advertisement on temporary wood/bamboo structures	Not Permitted	Permitted Max Size: 12 x 8 ft  Min Size: 5 x 3 ft	Permitted Max Size: 4 x 3 ft  Min Size:
xxxii.		Cloth Banners	Not Permitted	Permitted Option 1: 12 x 8 ft  Option 2 : 5 x 3 ft	Permitted Max Size: 4 x 3 ft  Min Size:
xxiii.		Foldable & Flexible Gantry	Permitted Option1 : 20 x 15 ft  Option 2: 12 x 8 ft	Permitted Option 1: 10 x 8 ft  Option 2 : 5 x 3 ft	Permitted Max Size: 4 x 3 ft  Min Size: any
xxiv.		Election Banner & Materials (No wall writing & wall posters, but posters allowed on flexible & removable boards)	Permitted Option 1: 20 x 15 ft  Option 2: 12 x 8 ft	Permitted Option 1: 10 x 8 ft  Option 2: 5 x 3 ft	Permitted Option 1: 4 x 3 ft

Sl. No.	Major Category of OMD Type	Sub-Category of OMD Shape	Size of Category of OMD		
			Large Formats (Code=L)	Medium Formats (Code=M)	Small Formats (Code=S)
xxxv.		LED/ Electronic/ Digital display without video	<b>Permitted</b> Option 1: 100 x 30ft  Option 2 : 70 x 30 ft	<b>Permitted</b> Option 1: 40 x 40ft  Option 2: 60 x 30ft	<b>Permitted</b> Option: 40 x 20 ft  Min Size: 20 x 20ft
xxvi.		Sky Sign	<b>*as decided by Competent Authority on case to case basis.</b>		
xxvii.		Umbrellas	<b>Permitted</b> Max Size: 75% of available surface space of all side of the umbrella  Min Size: any until 50 %	<b>Permitted</b> Max Size: 50% of available surface space of all side of the umbrella  Min Size: 25% of available surface space of all side of the umbrella	<b>Permitted</b> Max Size: Less than 25% of available surface space of all side of the umbrella  Min Size: any

## Schedule 8

[See Clause 25]

### Identification Number of each Outdoor Media Device

**Level 1:** State Code [*To use the State Code allotted under Goods and Service Tax*] - **State Code of Goa** is 30

**Level 2:**

- a) **Corporation Code** [*Government of Goa to allot specific Corporation code or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits*] – **Corporation Code of Goa** [example Say 001 – Corporation of the City of Panaji]
- b) **Municipality Code** [*Government of Goa to allot specific Municipality code or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits*] – **Municipality Code of Goa** [example Say 002 – Margao Municipal Council]
- c) **Panchayat Code** [*Government of Goa to allot specific Panchayat code or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits*] – **Panchayat Code of Goa** [example Say 015 – Village Panchayat Taliegao]

**Level 3: Ward Code**

- a) [Each Corporation would allot a code for each Corporation ward, or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits and prescribe in the bye Laws framed here under this Policy] – **Ward Code of Corporation**, where the OMD locates [example say 001 for Ward No. 1 of Corporation of the City of Panaji]
- b) [Each Municipality would allot a code for each Municipal ward, or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits and prescribe in the bye Laws framed here under this Policy] – **Ward Code of Corporation**, where the OMD locates [example say 002 for Ward No. 1 of Margao Municipal Council]
- c) [Each Panchayat would allot a code for each Panchayat ward, or use any existing code list, logically it shall be 3 numeric characters using Arabic Digits and prescribe in the bye Laws framed here under this Policy] – **Ward Code of Panchayat**, where the OMD locates [example say 015 for Ward No. 1 of Village Panchayat Taliegao]

**Level 4: Display Zone** [the area or zone within the Corporation of the City of Panaji, Municipality and Panchayat that has been declared and categorized by the Corporation of the City of Panaji, Municipality and Panchayat for erection of outdoor media devices or for display of Commercials and Non-Commercials, codes prescribed for each zone; a combination of alpha-numeric characters of 2 characters] – **Display Zone Code** [example say the identified OMD would be in Zone A and sub-category of Zone is A1 zone as categorized in this Policy]

**Level 5: Display Point** [where the outdoor media devices would be placed exactly; codes prescribed for each display point; a combination of alpha-numeric characters of 6 characters] – **Display Point Code** [example say the identified OMD would be in Public/Government Land and on Above 60 ft Road - One Way Road as categorized in this Policy is PGL-001]

**Level 6: Categorization of Outdoor Media Devices – Shape** [the categorization of the particular outdoor media device is as per the shape of the structure recommended, it captures, whether it is a permanent or temporary structure, then what type of permanent or temporary structure, then a number string; a combination of alpha-numeric characters of 5 characters] – **OMD Shape Code** [example say the OMD for which allotment of unique ID is done is a Unipole (structure on a single shaft) Normal - One Side - back lit, then the code as categorized in this Policy would be PM-U-01]

**Level 7: Categorization of Outdoor Media Devices – Size** [the categorization of the particular outdoor media device is as per the size of the structure recommended, it then links with the shape of the structure; a combination alpha characters of 1 character] – **OMD Size Code** [example suppose the OMD for which allotment of unique ID is done is a “Large” size Unipole (structure on a single shaft) Normal - One Side - back lit, then the code as categorized in this Policy would be L]

**Level 8: Random Serial Number** [a random serial number that the system would generate to make the unique identification number unique being a combination of numeric characters of 5 Arabic Digits] – **Random Serial Code** [example say the random serial number is 12345]

**Schedule 9**

[See Clause 38]

**INDEMNITY BOND-CUM-UNDERTAKING**  
(on stamp paper)

To,  
The Competent Authority,  
Government of Goa.

Subject: Grant of permission for advertisement at \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sir/Madam

I, Shri/Smt./Messrs \_\_\_\_\_ Age \_\_\_\_\_, the owner of the property situated at \_\_\_\_\_ [Or in the case of society]  
We, Shri/Smt. [1] \_\_\_\_\_ [2] \_\_\_\_\_ [3] \_\_\_\_\_ of the Management Committee  
of M/s \_\_\_\_\_ Co-operative Society  
[hereinafter called as 'the owner']

[Or in case of trust]

[2]. I, Shri/Smt. \_\_\_\_\_ Proprietor/Partner/Director of the firm M/s \_\_\_\_\_ having its registered office at \_\_\_\_\_ and residing at \_\_\_\_\_

WHEREAS the Advertiser has made application to the Competent Authority for a permission for display of advertisement \_\_\_\_\_

AND WHEREAS the owner has permitted the Advertiser to erect a hoarding and display advertisement in their property situated at \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

AND WHEREAS the Advertiser has applied to the Competent Authority for permission for display of advertisement at \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

this behalf to give joint undertaking;

The owner and the Advertiser do hereby agree and undertake as under:

1. The owner and the advertiser hereby expressly agree and undertake to abide by the regulation a guideline framed by the Competent Authority for grant of permission for advertisement.

2. The owner and the Advertiser hereby undertake that the erection of the hoarding and display of advertisement will not be adverted affect or cause any obstruction to the air, light and ventilation of the building belonging to the owners or to the neighboring building and/or premises.
3. The owner/society hereby confirm that the General Body has passed a resolution permitting the Advertiser to erect the hoarding and display advertisement in the society premises by passed resolution in the General Body meeting held on, the copy of the resolution, thereof, has been certified by the Auditor of the Society.
4. The owner and Advertiser undertake to approach the appropriate Appellate Authority prescribed in the guidelines for redressing the grievances. The owner and the Advertiser further agree that the decision of the Appellate authority as prescribed in the guideline shall be final and binding upon them.
5. The owner and the Advertiser hereby further agree and undertake that they shall andwill, at all times hereinafter, save and keep harmless and indemnify the Competent Authority or either of them from and against all actions, acts, suits, cost claims, damages, demands of any nature and kind whatsoever which may be instituted, claimed or made against the the Competent Authority or either of them by any person or persons by reason of the Competent Authority granting permission for display of advertisement in the premises.
6. We further agree and undertake that the Competent Authority shall not be responsible in respect of any litigation that may arise between the advertiser and the owner or with any other person or persons in this connection.
7. We further indemnify the Competent Authority for – (i) structural stability of the building over which hoarding is proposed to be erected andalso the structural stability of the structure of hoarding; (ii) aesthetic view; (iii) safety of trees within the distance of 25 mtrs. in front of proposed hoarding.
8. This Undertaking is binding upon us, our heirs, Executors, Administrator, Successor/Successors and assignees.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20

Yours faithfully

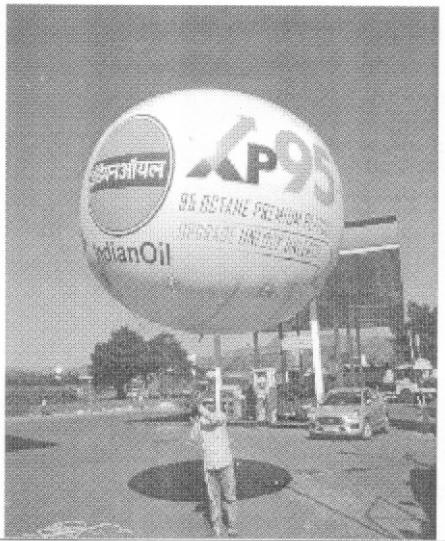
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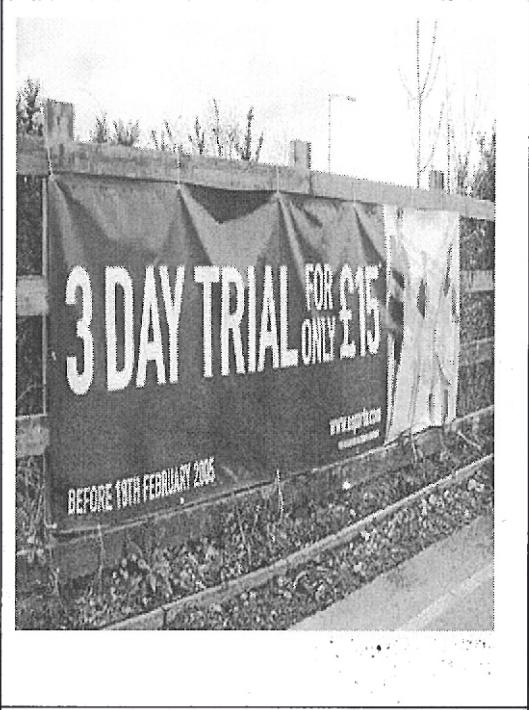
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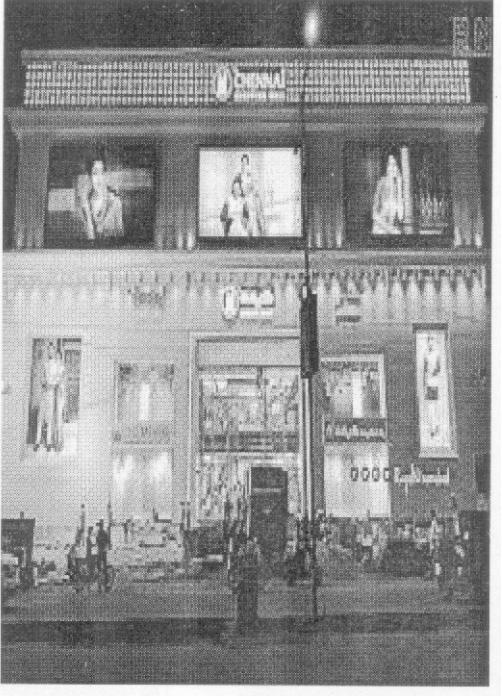
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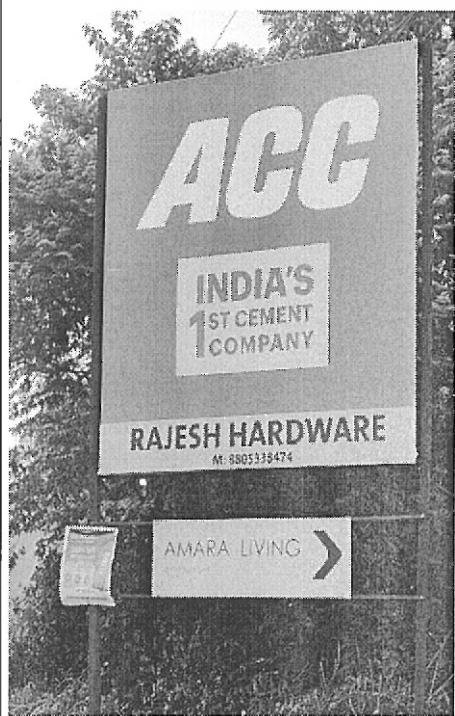
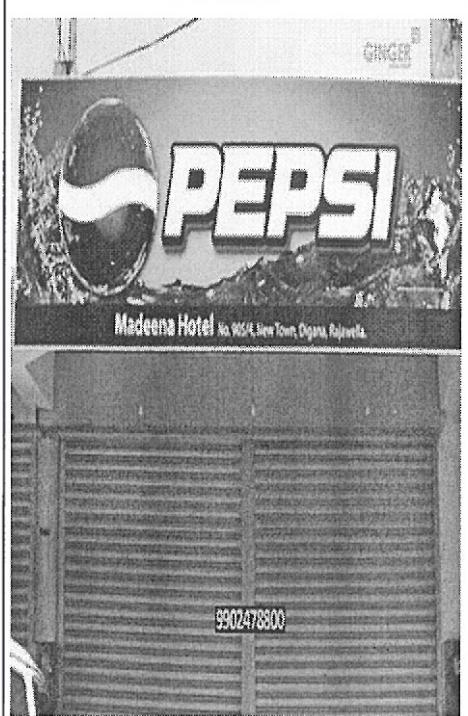
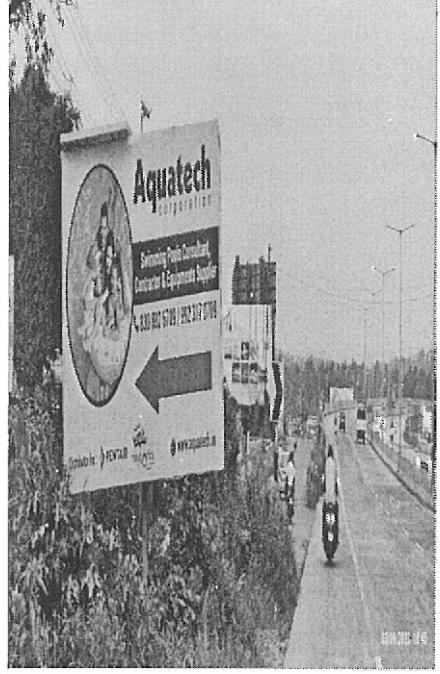
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**Schedule 10**

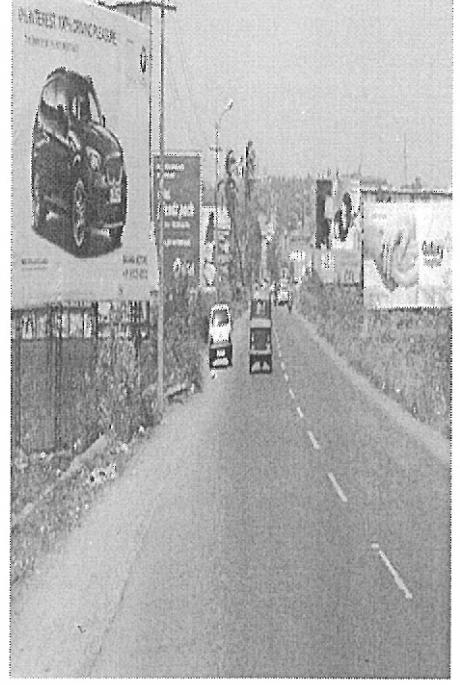
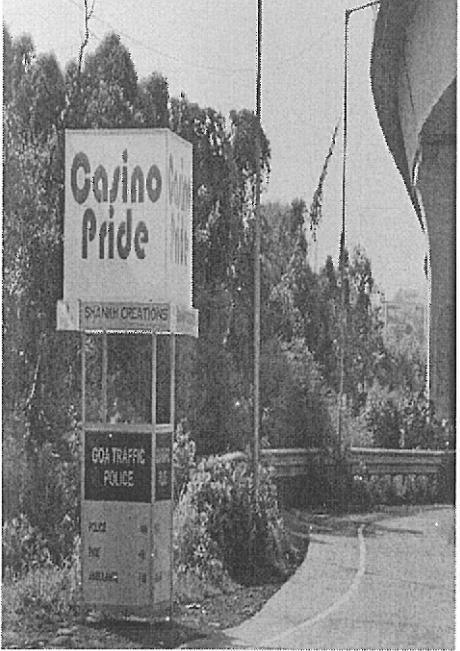
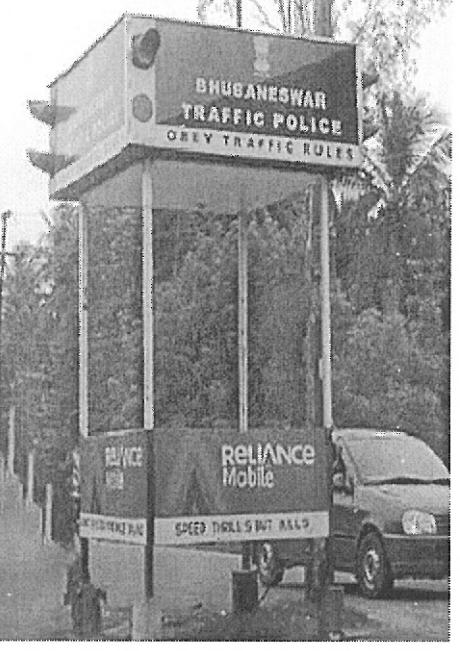
Sr. No.	Outdoor advertisement Type	Representative Picture	
1.	Air Balloons for Aerial Displays		
2.	Back-lit illumination displays		

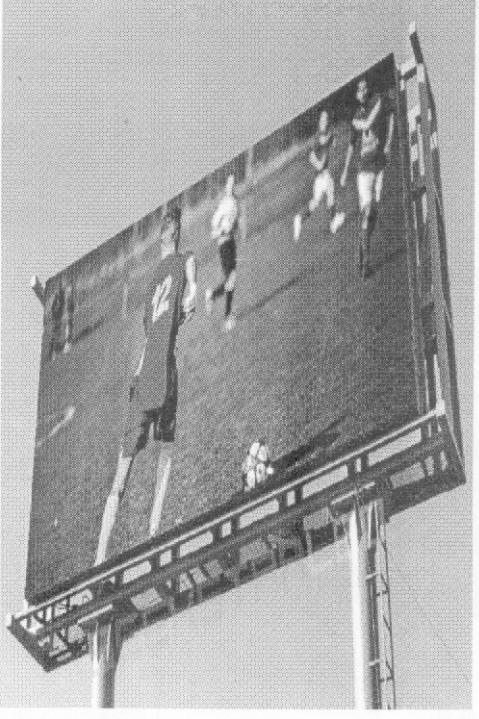
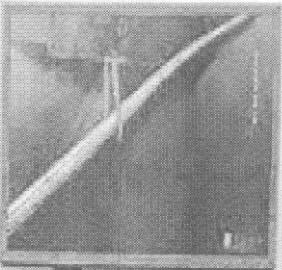
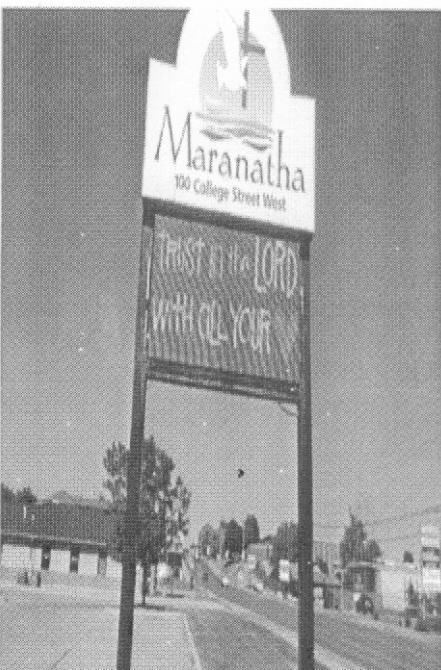
3.	Banner	 A black and white photograph of a large banner attached to a wooden fence. The banner features the text "3 DAY TRIAL FOR £15" in large letters, with "BEFORE 12TH FEBRUARY 2015" written below it. The background shows some foliage and a building in the distance.	 A black and white photograph showing a row of several tall, slender banners or flags standing upright in a grassy field. The banners have curved tops and appear to be advertising "CROWN". The sky is overcast.
4.	Building wrap advertisement	 A black and white photograph of a building facade completely wrapped in a large advertisement for Budweiser beer. The ad features a prominent image of a Budweiser King brand beer can and the text "BUDWEISER KING" and "SMOOTH TASTE". A small "CROWN" banner is visible on the building's exterior.	 A black and white photograph of a building facade wrapped in an advertisement for the "NEW NISSAN QASHQAI". The ad features a large image of a Nissan Qashqai SUV driving on a road, with the text "NISSAN QASHQAI" and "URBAN COOL, RUSTIC COOL". A small "CROWN" banner is visible on the building's exterior.

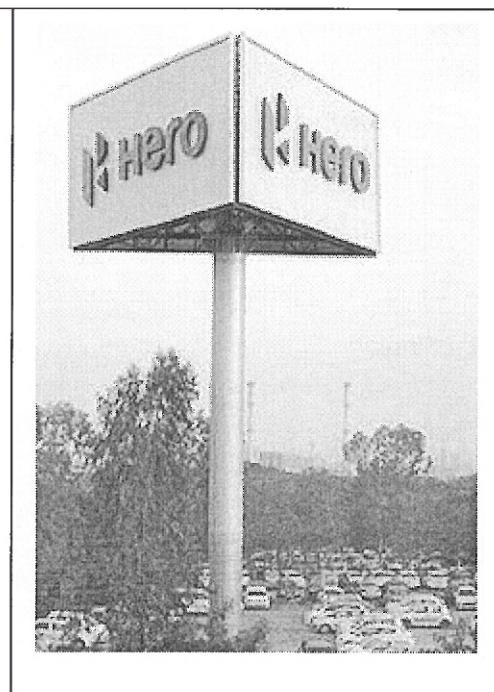
5.	Building wrap electronic advertisement without any use of poles		
6.	Bus Shelters or Transit Shelters or Waiting Shelters		

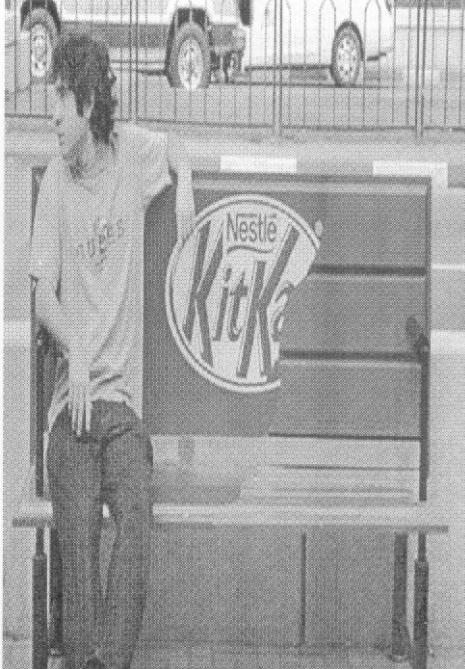
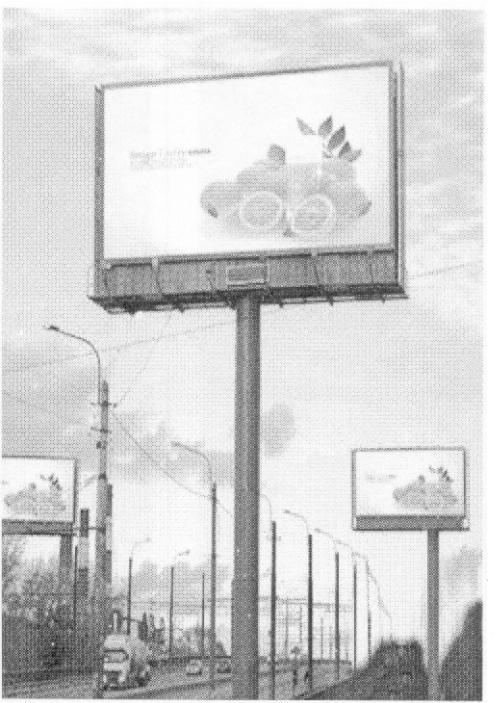
7.	Dealer Boards		
8.	Direction or Way Boards with Commercials		

9.	Direction or Way Boards without Commercials		
10.	Display of Commercials		

11.	Display board or Billboard or Hoarding		
12.	Display on Booths		

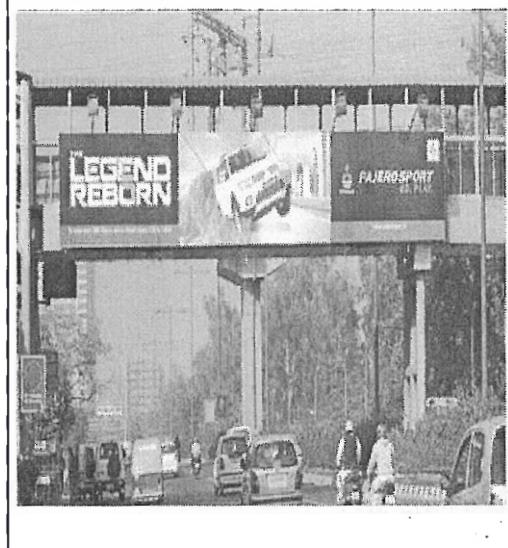
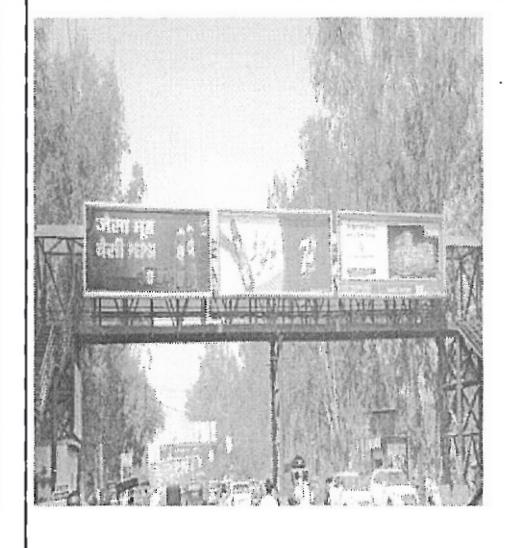
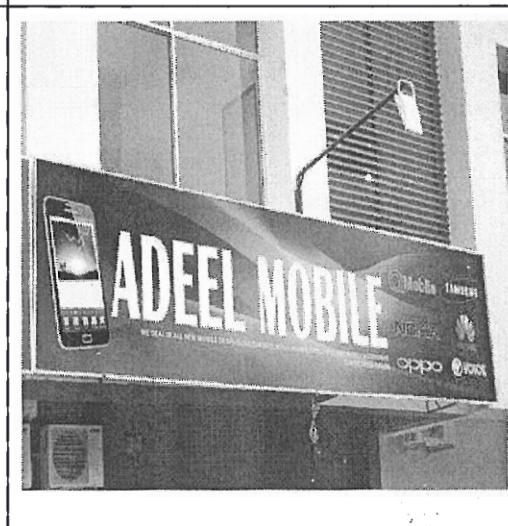
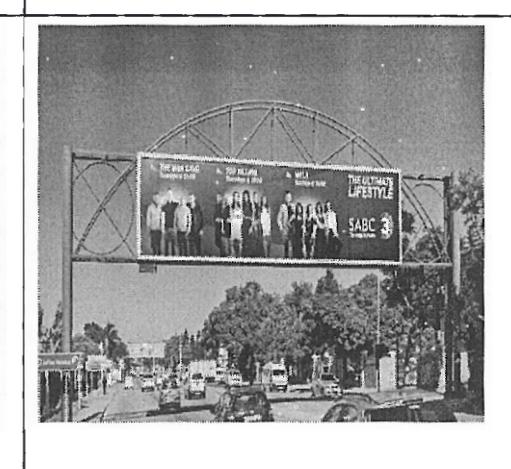
13.	Display on Dual pole – Single Face		
14.	Display on Dualpole – Double Face		

15.	Display on Tri-vision		
16.	Display on Multi-vision		

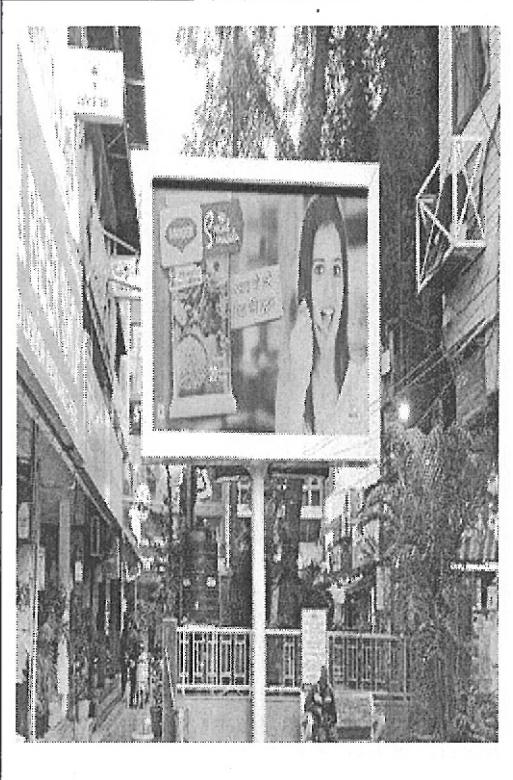
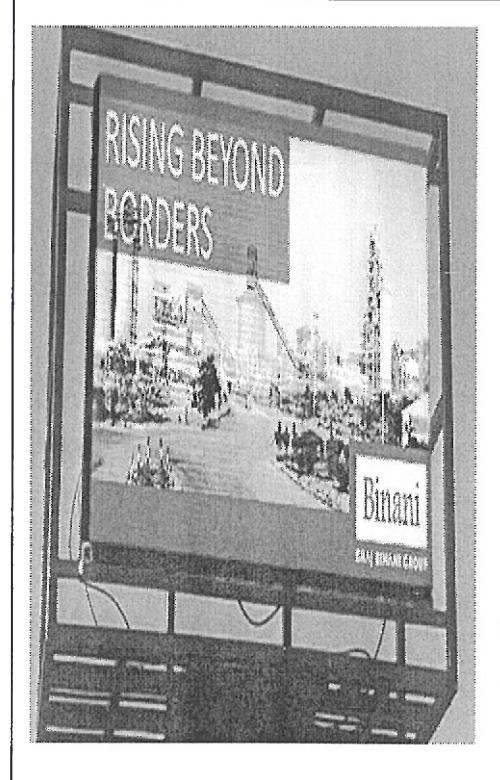
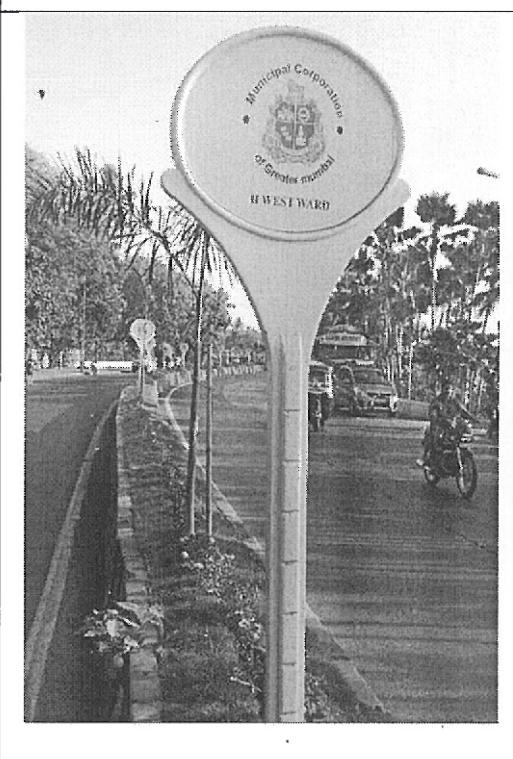
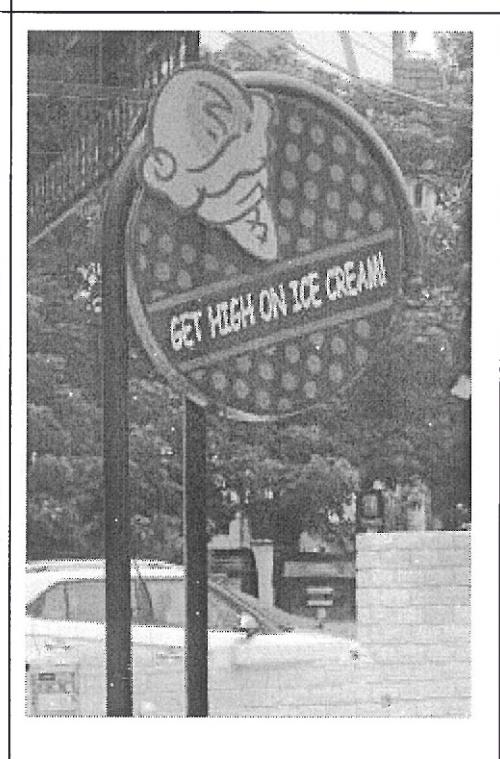
17.	Display on Public Amenities or Places		
18.	Display on Unipole – Single Face		

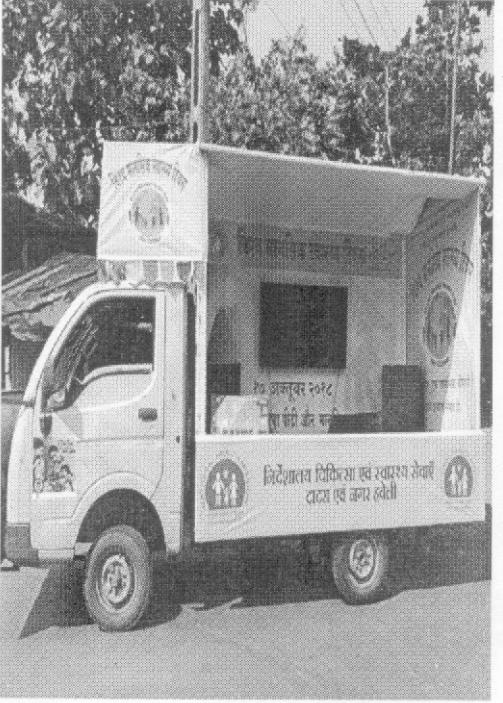
19.	Display on Unipole Double Face		
20.	Display on Roads and Pedestrian Pathways		

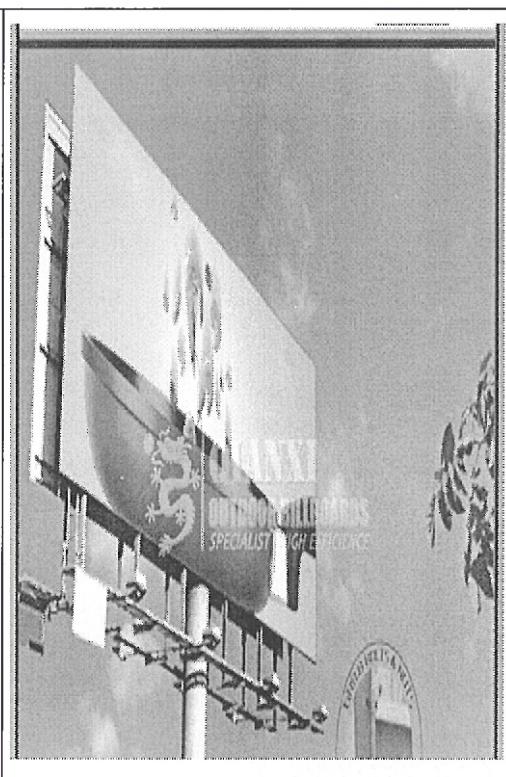
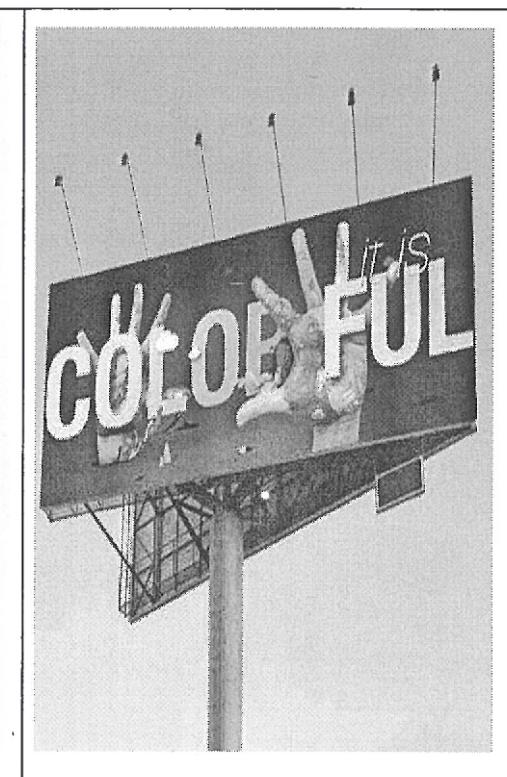
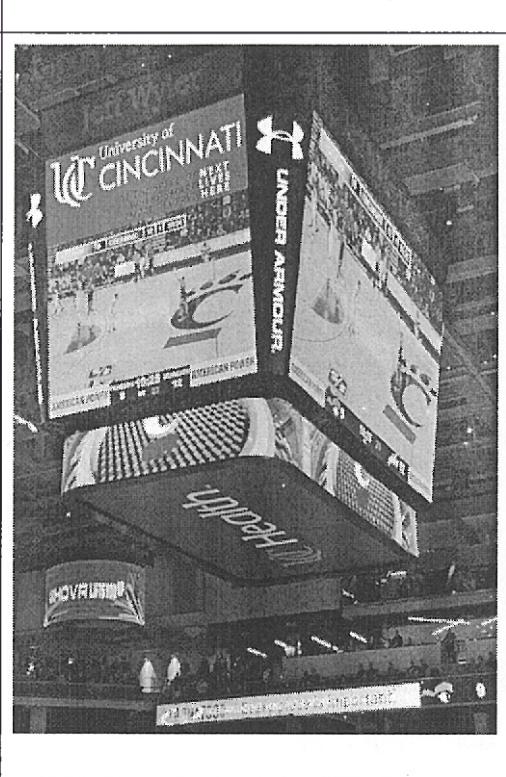
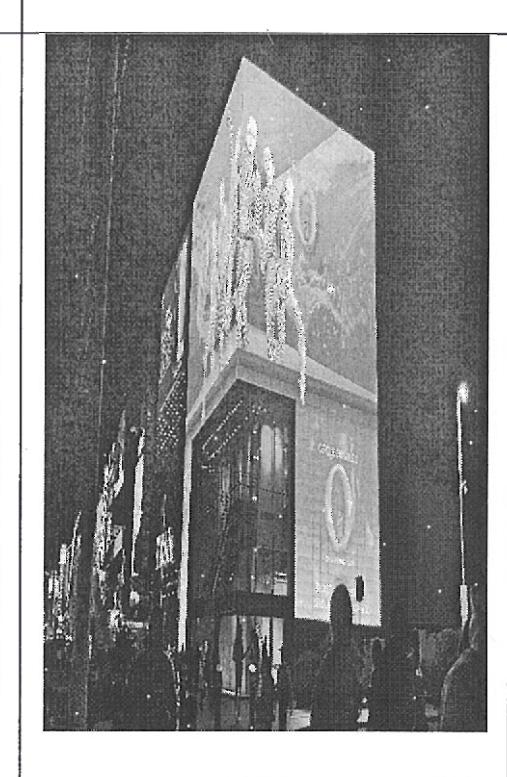
21.	Election Campaign Poster		
22.	Film or Events Announcement Points		

23.	Foot Over bridge hoardings		
24.	Front-lit illumination displays		
25.	Gantry		

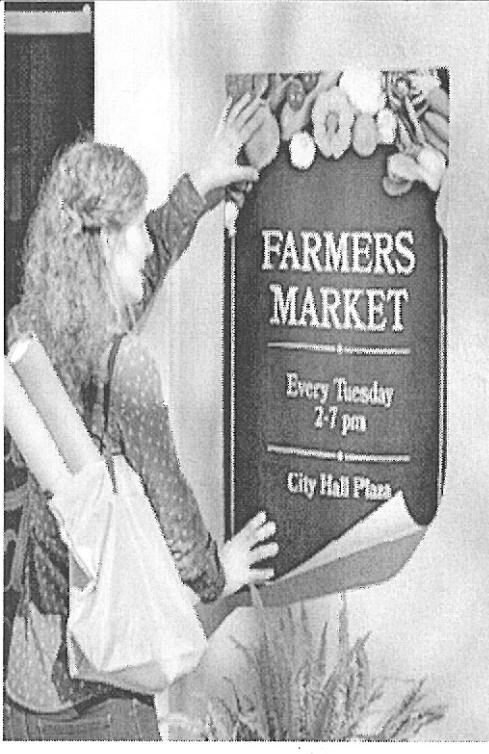
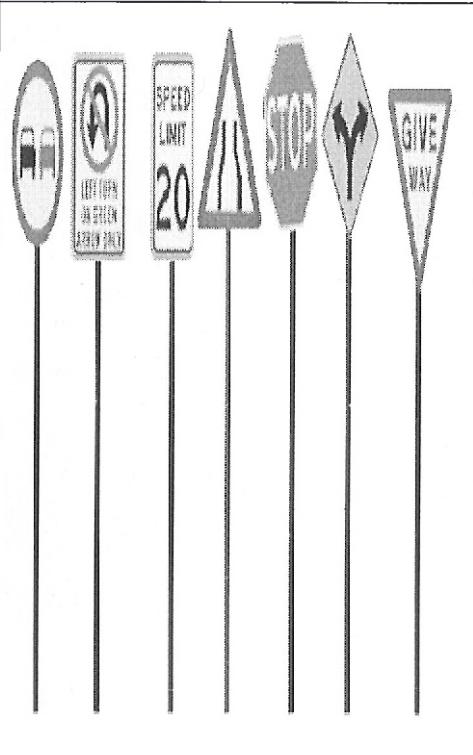
26.	Hoardings		
27.	Kiosks		

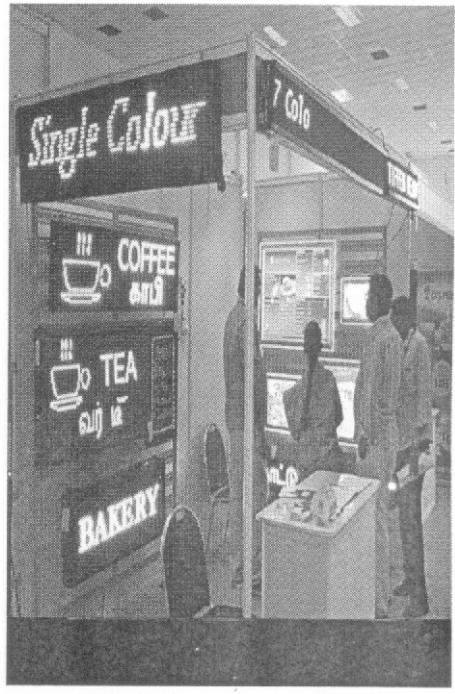
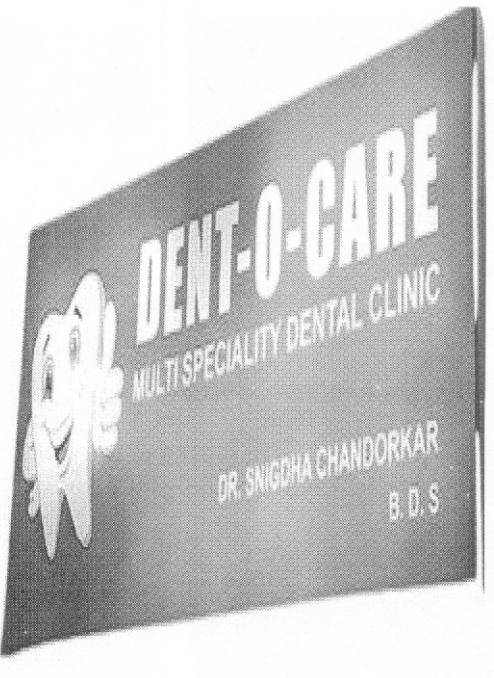
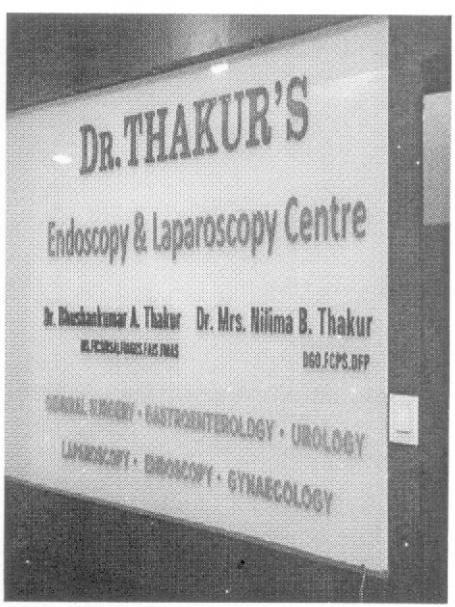
28.	LED/ Electronic Hoarding		
29.	Lollipops		

30.	Mobile Displays of Commercials and Non-Commercials		
31.	Multiple Angle Structure – Single Side		

32.	Multiple Angle Structure – Double Side		
33.	Multiple Angle Structure – Multiple Sides		

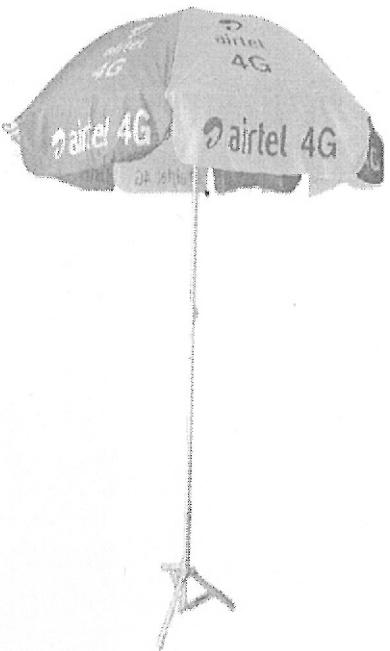
34.	Non-lit displays		
35.	Permanent Structures		

36.	Posters	 A black and white photograph showing a person from the side, wearing a dark jacket and light-colored pants, hanging a large rectangular poster on a wall. The poster has a decorative floral wreath at the top and text in the center: "FARMERS MARKET", "Every Tuesday 2-7 pm", and "City Hall Plaza".	 A black and white photograph of a person standing next to a long horizontal row of several vertical posters or billboards. One visible poster on the left says "London's Freshest Lunch". Another person is partially visible in the background near the posters.
37.	Road Traffic Sign	 A black and white photograph showing a collection of various road traffic signs, including triangular warning signs, circular禁令 signs, and rectangular information signs, all mounted on poles and displayed against a dark, possibly nighttime, background.	 A black and white photograph showing a row of standard road traffic signs standing upright. From left to right, the signs include: a circular sign with a bus icon; a circular禁令 sign with a crossed-out bus icon; a rectangular "SPEED LIMIT 20" sign; a triangular warning sign; a diamond-shaped "STOP" sign; a diamond-shaped "GIVE WAY" sign; and a triangular warning sign.

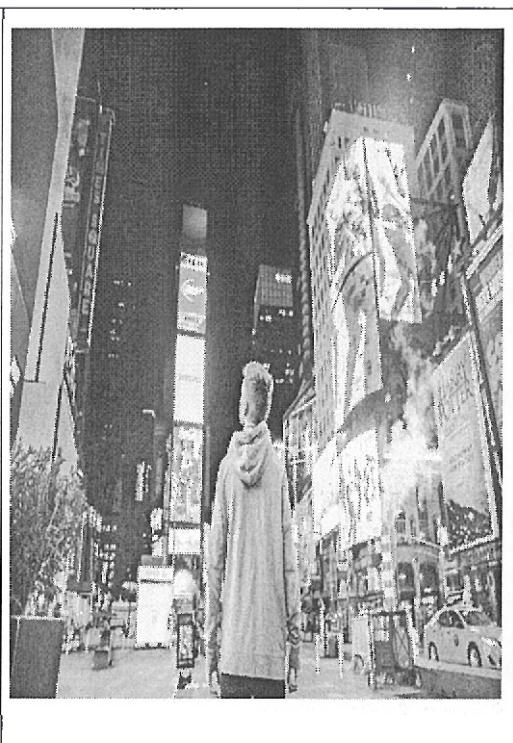
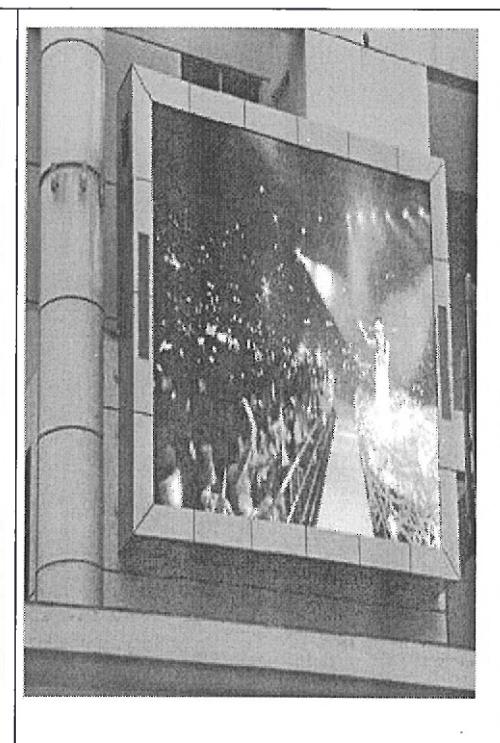
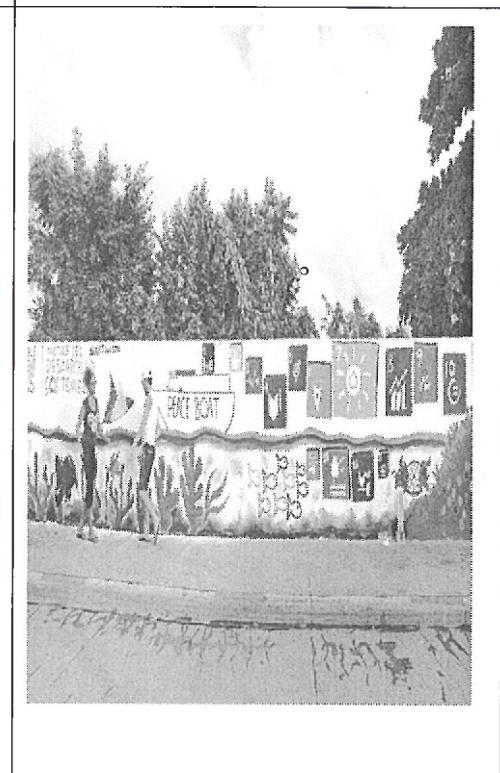
38.	Scroller Displays		
39.	Self-Display or Personal Boards or Name Plates		

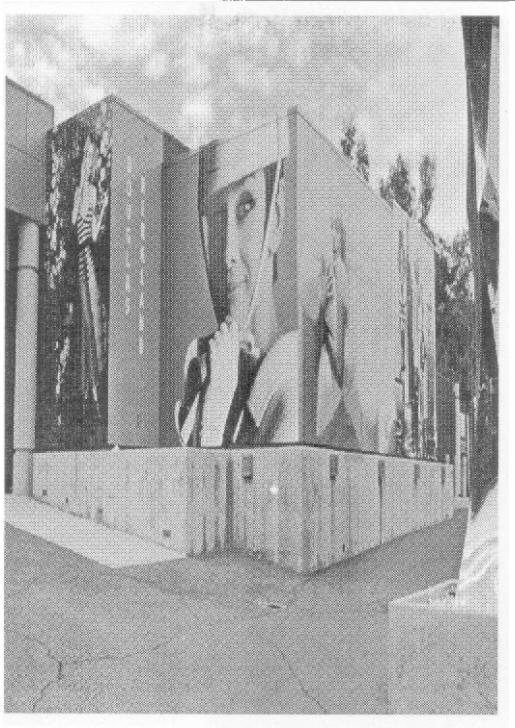
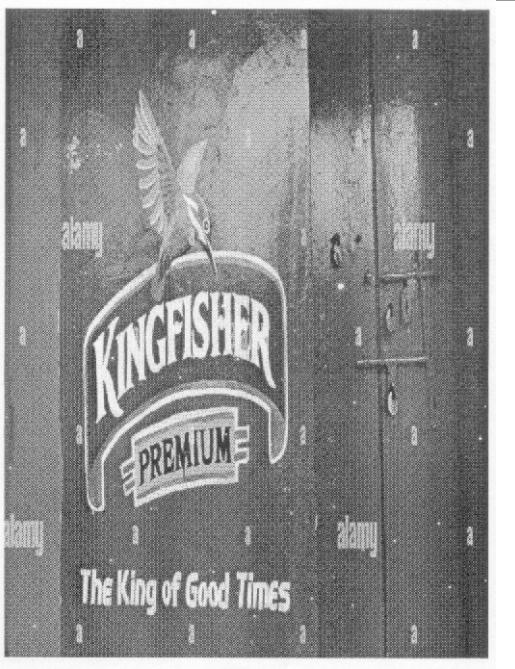
40.	Showcase or Shop Window Displays		
41.	Sign or Sky-sign		

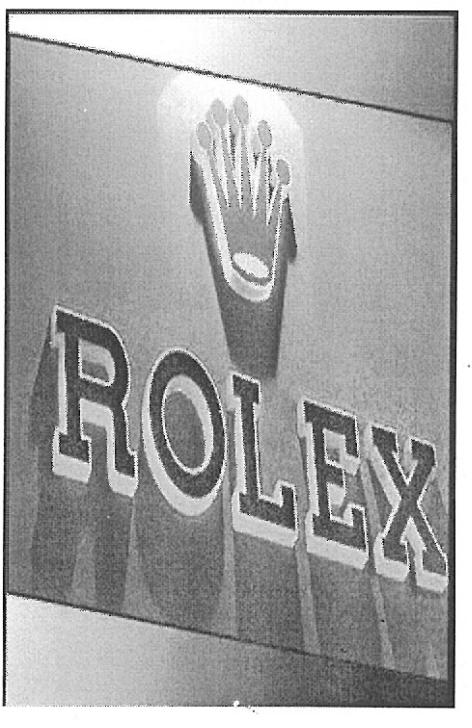
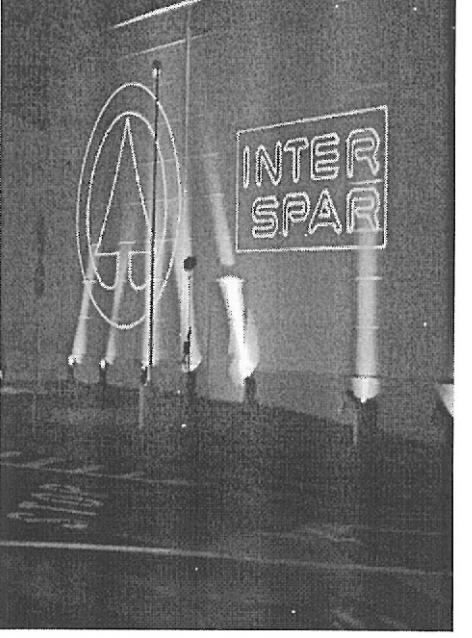
42.	Street Furniture Display		
43.	Temporary Display		

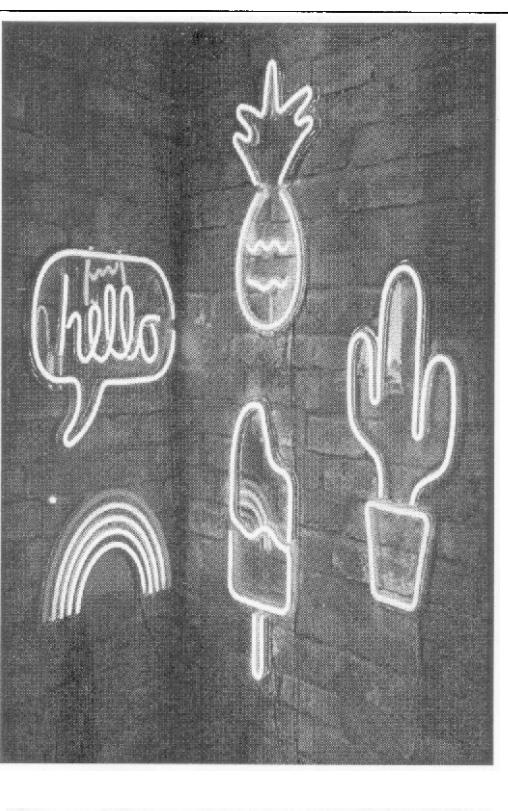
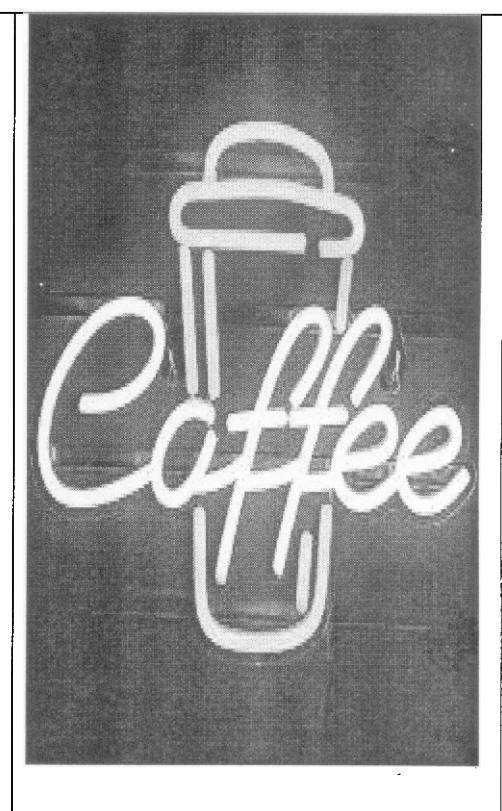
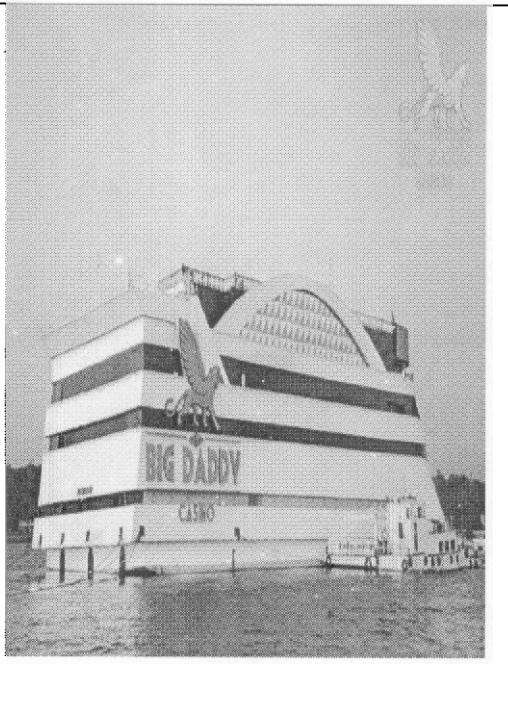
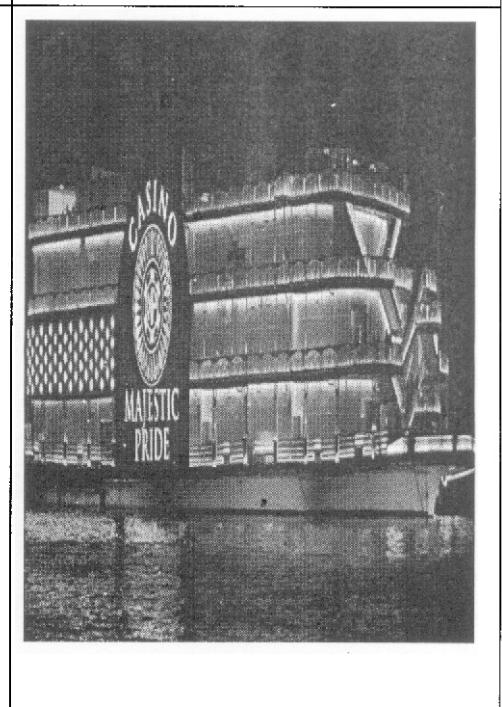
44.	Temporary Arches	 Two temporary arches made of fabric or mesh material. The top arch is white with blue text: "HIP-HOP MOBILE HOUSE" at the top, "FESTIVAL OFFER" on the sides, and "DHAMAKA SALE" on the ends. The bottom arch is black with white text: "DHAMAKA SALE" on the top, "BIG DISCOUNT Sale" on the sides, and "BIG DISCOUNT Sale" on the ends.	 A photograph of a temporary archway for the Santa Barbara International Film Festival. The arch is decorated with various logos and text, including "Santa Barbara START", "Select", and "FESTIVAL". In the background, there's a view of a city skyline and a beach. At the bottom, it says "26-30 2012 13-27" and "Protected by the version of Watermark. Full version doesn't put the mark".
45.	Umbrellas	 Four umbrellas standing upright. From left to right: a black umbrella with a Pepsi logo; a black umbrella with a Kickstart logo; a black umbrella with a Pirelli logo; and a grey umbrella with an Airtel 4G logo.	 A photograph of a single grey Airtel 4G umbrella standing upright. The umbrella has the "airtel 4G" logo printed on its canopy.

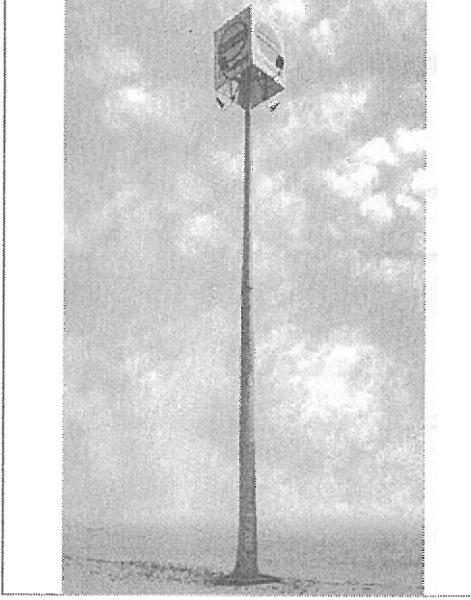
46.	Vehicle Branding - Aesthetics		
47.	Vehicle Branding - Commercial		

48.	Video Displays		
49.	Wall Painting - Aesthetics		

50.	Wall Wraps		
51.	Wall Painting - Commercial		

52.	Illuminated Sign		
53.	Laser advertisement		

54.	Neon Display		
55.	Offshore advertisement		

56.	High Mast		
57.	LED Video Van		

## Department of Personnel

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**Notification**

1/6/2005-PER

In exercise of the powers conferred by the proviso to Article 309 of the Constitution of India and in supersession of the existing recruitment rules for the post of Training cum Placement Officer, notified vide Government Notification No. 1/2/83-PER (Pt.IV) dated 20-02-2009, in the Official Gazette, Series I No. 49 dated 05-03-2009, the Governor of Goa hereby makes the following rules to regulate the recruitment to the Goa General Service, Group 'B', Gazetted, Non-Ministerial post, in the Directorate of Skill Development & Entrepreneurship, Government of Goa, namely:—

*1. Short title, application and commencement.*— (1) These rules may be called the Government of Goa, Directorate of Skill Development & Entrepreneurship, Goa General Service, Group 'B', Gazetted, Non-Ministerial post, Recruitment Rules, 2024.

(2) They shall apply to the post specified in column (1) of the Schedule to these rules (hereinafter called as the "said Schedule").

(3) They shall come into force from the date of their publication in the Official Gazette.

*2. Number, classification and level in the pay matrix.*— The number of posts, classification of the said post and the level in the pay matrix attached thereto shall be as specified in columns (2) to (4) of the said Schedule:

Provided that the Government may vary the number of posts as specified in column (2) of the said Schedule from time to time subject to exigencies of work.

*3. Method of recruitment, age limit and other qualifications.*— The method of

recruitment to the said post, age limit, qualifications and other matters connected therewith shall be as specified in columns (5) to (13) of the said Schedule.

*4. Disqualification.*— No person who has entered into or contracted a marriage with a person having a spouse living or who, having a spouse living, has entered into or contracted a marriage with any person, shall be eligible for appointment to the service:

Provided that the Government may, if satisfied that such marriage is permissible under the personal law applicable to such person and the other party to the marriage and that there are other grounds for so doing, exempt any person from the operation of this rule.

*5. Power to relax.*— Where, the Government is of the opinion that it is necessary or expedient so to do, it may, by order, for reasons to be recorded in writing and in consultation with the Goa Public Service Commission, relax any of the provisions of these rules with respect to any class or category of persons.

*6. Saving.*— Nothing in these rules shall affect reservation, relaxation of age limit and other concessions required to be provided for Scheduled Castes, Scheduled Tribes, Other Backward Classes, Ex-servicemen and other special categories of persons in accordance with the orders issued by the Government from time to time in that regard.

These rules are issued in consultation with the Goa Public Service Commission conveyed vide their letter No. COM/II/13/60(1)/06/2161 dated 04-03-2024.

By order and in the name of the Governor of Goa.

*Eshant V. Sawant*, Under Secretary (Personnel-I).

Porvorim, 7th March, 2024.

## SCHEDULE

Name/ design- ation of post	Number of posts	Classifi- cation	Level in the pay matrix	Whether selection post or non- matrix -selec- tion post	Age limit for direct recruits	Educational and other qualifications required for direct recruits	Period of prob- ation, if any	Method of recruit- ment, whether by direct recruit- ment or by promotion or by deputation/ absorption, grades from which promotion/ deputation/ absorption/ to be filled by various methods	In case of recruit- ment by promotion/ deputation/ absorption, what is its compo- sition	If a D.P.C./ D.S.C. exists, what is its compo- sition	Circumstances in which the Goa Public Service Commission is to be consulted in making recruitment	
1	2	3	4	5	6	7	8	9	10	11	12	13
Training cum Placement Officer.	01 (2024)	Goa General Services, variation.	L-8. Selection.	Not exceeding 45 years (Relaxable for Government servants upto five years in accordance with the instructions issued by the Government from time to time).	Essential: (i) Degree in Engineering from a recognized University. (ii) Five years Industry experience, out of which, three years in the field of Technical Manpower Training. (iii) Knowledge of Konkani.	Age: No. Two Educational Qualifications: As stated in column No. (11).	By promotion, failing direct recruitment.	(1) Chairman/ Member, Goa Commission De-Diploma in Engineering with five years regular service in the grade.	Group 'B', D.P.C., Consisting of- (1) Chairman/ Member, Goa Commission De-Diploma in Engineering—Chairman.	(2) Chief Secretary, or his nominee—Member.	Group 'B', D.P.C., Consisting of- (1) Chairman/ Member, Goa Commission De-Diploma in Engineering—Chairman.	(3) Administrative Secretary/Head of Department—Member.

Whether age & educational qualifications prescribed for the direct recruits will apply in the case of promotedees

## Department of Revenue

**Notification**

1/15/2018-RD

The Government of Goa is pleased to notify the **Goa Heatwave Action Plan 2024 –Prevention and Mitigation of Impacts** of Heatwave in the State.

**1. Introduction:**

India has a very diverse climate from continental to coastal, from extremes of heat to extremes of cold, from extreme aridity and negligible rainfall to excessive humidity and torrential rainfall. Nearly two-thirds of the country's annual precipitation is received through the South West Monsoon in the months of June to September in most parts of the country.

Extreme heat can lead to dangerous, even deadly, health consequences, including heat stress and heat stroke. Impact of rising temperatures and increasing frequency, duration and intensity of hot spells poses challenge to human safety and sustainability. This unusual and uncomfortable hot weather can impact human and animal health. Heat wave is also called a "silent disaster" as it develops slowly and kills and injures humans and animals. Higher daily peak temperatures of longer duration and more intense heat waves are becoming increasingly frequent globally due to climate change.

**1.1 Paris Climate Conference – 2015 (COP 21) on Climate Change Action and Disaster Risk Reduction:**

The COP 21 or the Paris Climate Conference led to a new international climate agreement, applicable to all countries, aiming to keep global warming below 2°C, in accordance with the recommendations of the Intergovernmental Panel on Climate Change (IPCC).

COP 21 aims to build climate resilience on building resilience through risk-sensitive planning and implementation of the Sendai Framework for Disaster Risk Reduction (DRR) 2015-2030, on the need for a more integrated approach to adaptation, sustainable development, environmental management and DRR, and on the need to improve data on disaster losses by building on, expanding, and strengthening existing national disaster loss databases and risk analysis. There is significant convergence between the problems that disaster risk reduction and climate change adaptation seek to address. The regions already exposed to climate related hazards and effects will be at greater risk due to a projected increase in the frequency and/or intensity of those hazards and effects because of global climate change.

**1.2 Major Goals Adopted in the Climate Agreement:**

The major goals adopted in the agreement:

- i. A consensus on adopting the long-term goal of keeping the increase in global average temperature to well below 2°C above pre-industrial levels.
- ii. Aim to limit the increase to 1.5°C, since this would significantly reduce risks and the impacts of climate change.
- iii. Accepting the need for global emissions to peak as soon as possible, recognizing that this will take longer for developing countries and
- iv. To undertake rapid reduction of emissions in accordance with the best available science.

**1.3 Goa: Geography and Profile:**

The State of Goa, located between 140° 53' 57" N and 150° 47' 59" N Latitudes and 73° 40' 54" E and 74° 53' 11" E Longitudes. It covers an area of 3702 sq. km. and accounts for about one percent of the total geographical area of the country. Goa was elevated to the status of the 25th State of India Union on 30th May, 1987. The boundaries of the State are well defined in the North

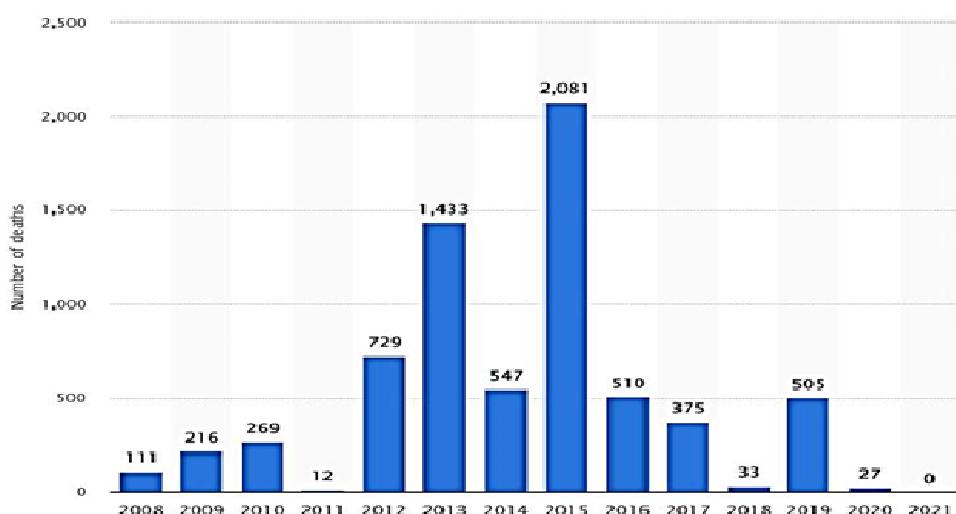
by Terekhol River which separates it from the State of Maharashtra. Western Ghats are protecting the State in the East and is bordered with the State of Karnataka and in the West, it is surrounded by the Arabian Sea.

The State consists of 2 Administrative Districts i.e. North Goa and South Goa, which are further divided into 12 Talukas viz. Pernem, Bardez, Bicholim, Sattari, Tiswadi, Ponda, Mormugao, Salcette, Sanguem, Dharbandora, Quepem, and Canacona. After attaining Statehood, the number of towns in the State increased from 15 to 70 and the number of villages has decreased from 407 to 334. The State has 14 Municipalities, 320 inhabited villages. The above is indicative of increasing urbanization in Goa and decreasing rural population. Generally speaking, the rural areas of Goa exhibit semi-urban characteristic.

Goa's mean annual temperature has increased by over 1°C since the beginning of the 20th century till date (1901-2018), much of it during 1990-2018 period. The mean annual rainfall in Goa has increased by 68% over the period 1901-2015. With increasing rainfall, the inter-annual rainfall variability in the State has also increased especially since 1970s. While mean annual rainfall in the State has increased, moderate to light rainfall days (IMD category I) in Goa have declined over 1901-2015 period, whereas very heavy and exceptionally heavy rainfall events (IMD category III) in the state have increased by a dramatic more than 100%.

#### 1.4 Heat Waves in India:

Increased mortality due to increasing heat waves is predicted to be a major burden on health due to climate change. The rising maximum temperature during the pre-monsoon months continues till June. In recent years, morbidity and mortality due to heat wave have increased. Abnormally high temperatures were observed during April–June during 2008 to 2021 across the country. With heat wave conditions affecting regions across India, 6,848 heat-related deaths were reported between 2008 and 2021. The year 2015 reported the most fatalities 2,081. Heat wave also caused death of wildlife, birds, poultry in states and most of the zoos in India.



**Figure 01: Number of deaths due to heat waves across India from 2008 to 2021**

(Source: [www.statista.com](http://www.statista.com))

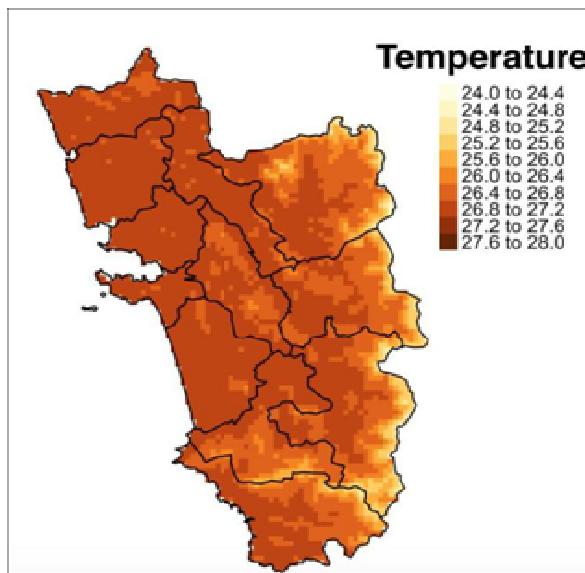
In 2021, no deaths were caused due to heat waves in India<sup>1</sup>. This was a significant decrease from the previous year's number of 27 deaths.

<sup>1</sup>[Number of deaths due to heat waves across India from 2008 to 2021 www.statista.com](http://www.statista.com)

### 1.5 Heat Waves in Goa:

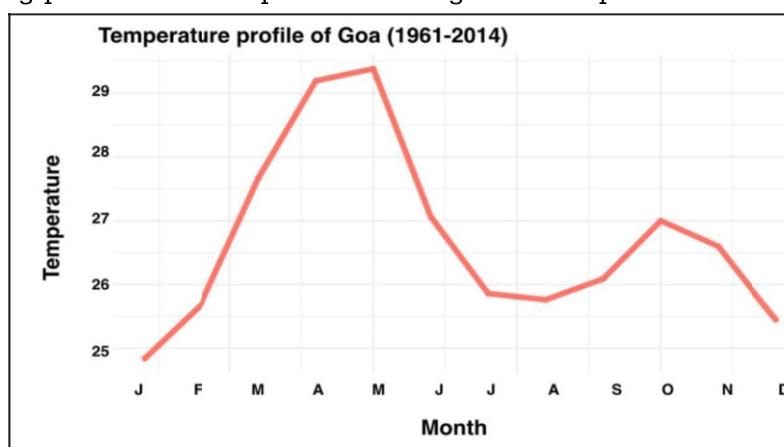
Mean annual temperatures in Goa may increase by around 2°C in 2030s compared to 1901-1950 period, and further to by around 4°C by 2080s under high emission scenarios. Goa will start experiencing heat waves ( $>40^{\circ}\text{C}$ ) beyond the 2040s<sup>2</sup>, as maximum temperature increases by about 5°C towards the century end under high emission scenarios. Minimum temperatures are expected to rise even more by up to 8°C by the century end under the high emission scenarios.

**Figure 02** shows the mean annual temperature map of Goa over the long-term period of 1951-2014. Mean temperature in Goa is found to be  $26.70^{\circ}\text{C}$ , which is higher than the national average annual temperature i.e.  $23.3^{\circ}\text{C}$  (Chaturvedi et al 2012). While spatial temperature variability is not high in Goa, hilly areas in the Eastern parts of the State are generally cooler than the coastal areas in the West.



**Figure 02: Long period average (1951-2014) spatial distribution of mean temperature ( $^{\circ}\text{C}$ ) in Goa**

Goa experiences a hot summer (April-June) followed by pleasant monsoon (June September) season, temperatures temporarily rise again in the month of October, following pleasant winter months (November to March). Figure 11 shows the mean monthly temperature profile in the Goa, based on the long-period mean temperature average over the period 1951-2014.<sup>2</sup>



**Figure 03: Long-period average (1951-2014) annual temperature profile in Goa**

<sup>2</sup>State Action Plan on Climate Change for The State of Goa for Period of 2020-2030.

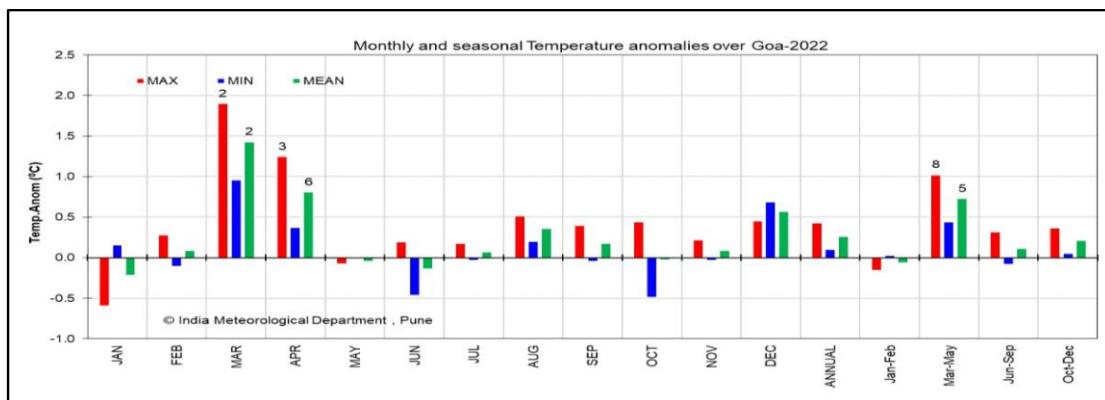
### 1.6 FINDINGS OF THE REPORT JOINTLY PREPARED BY INDIA METEOROLOGICAL DEPARTMENT AND GOVERNMENT OF GOA:

The Goa State averaged annual mean land surface air temperature ( $27.130^{\circ}\text{C}$ ) during 2022 was  $0.30^{\circ}\text{C}$  warmer than its Long Period Average (LPA) for the period 1981-2010 thus making it the 15th warmest year on record for the State since 1901. The annual maximum temperature averaged over the State during the year 2022 was  $0.40^{\circ}\text{C}$  above its LPA, while annual minimum temperature was warmer by  $+0.10^{\circ}\text{C}$ .

#### Temperature

The monthly, seasonal and annual maximum, minimum and mean temperature anomalies averaged over the State of Goa for the year 2022 is given in the **Fig. 04**. The anomalies were computed based on the LPA for the period 1981-2010. Top 10 warmest/coolest months/seasons are marked on the graph. It may be mentioned that the Pre-monsoon season (March to May) as a whole was relatively warmer for the State. The annual maximum temperature averaged over the State during the year 2022 was warmer than average by  $0.4^{\circ}\text{C}$ , while annual minimum temperature was relatively less warm with anomaly  $0.1^{\circ}\text{C}$ . The mean temperature for the State was  $+0.3^{\circ}\text{C}$

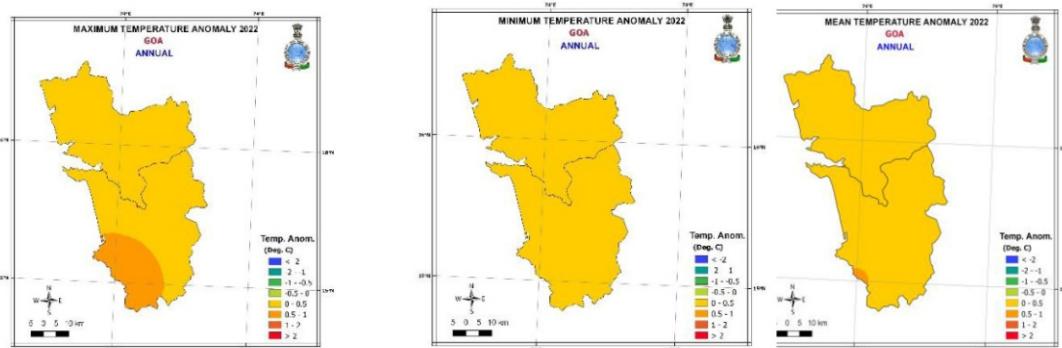
warmer than the average (15th warmest year on record since 1901).



**Fig. 04:** Monthly and Seasonal Maximum, Minimum and Mean Temperature anomalies averaged over Goa during 2022. The anomalies were computed from the LPA base period of 1981-2010.

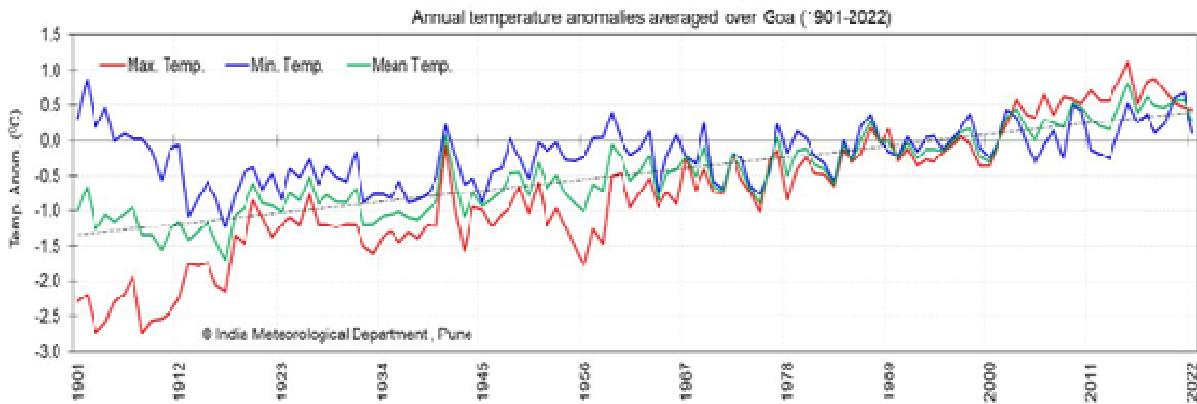
The numbers above/below the bar indicate top 10 warmest/coolest ranking since 1901.

The Spatial pattern of Annual Maximum, Minimum and Mean Temperature anomalies over Goa during 2022 is given in **Fig 05**. The temperature anomalies were within 0 to  $0.5^{\circ}\text{C}$  for most parts of the State. However, in respect of maximum temperature, the southern parts of Goa were warmer by  $0.5^{\circ}\text{C}$  to  $1^{\circ}\text{C}$ .



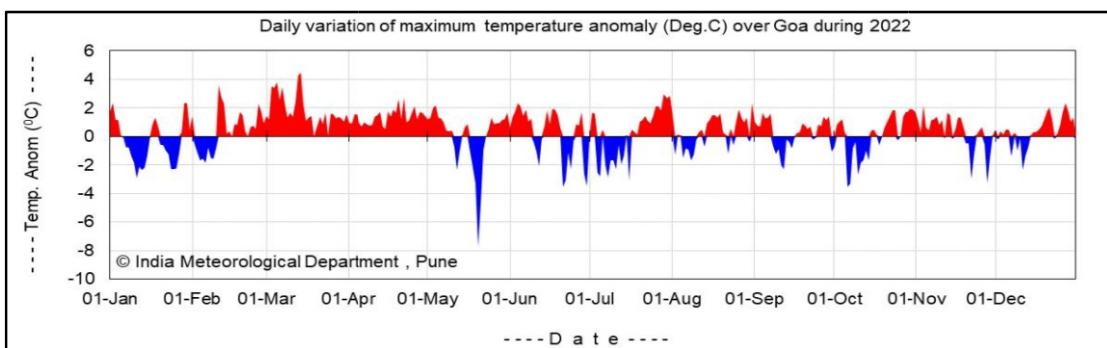
**Fig. 05:** Spatial pattern of Annual Maximum, Minimum, and Mean Temperature anomalies over Goa during 2022. The anomalies were computed from LPA for the base period of 1981-2010.

The time series of variation of annual maximum, minimum and mean land surface air temperature anomalies averaged over the State for the period 1901-2022 is given in **Fig 06**. A significant increasing trend of  $1.44^{\circ}\text{C}/100$  years is observed in the State averaged annual mean temperature during 1901-2022. It was more significant in respect of maximum temperature ( $+2.37^{\circ}\text{C}/100$  years) and relatively less significant ( $+0.51^{\circ}\text{C}/100$  years) in respect of minimum temperature. The five warmest years on record in order for Goa are 2015 ( $+0.815^{\circ}\text{C}$ ), 2017 ( $+0.614^{\circ}\text{C}$ ), 2021 ( $+0.571^{\circ}\text{C}$ ), 2020 ( $+0.565^{\circ}\text{C}$ ) and 2009 ( $+0.547^{\circ}\text{C}$ ).

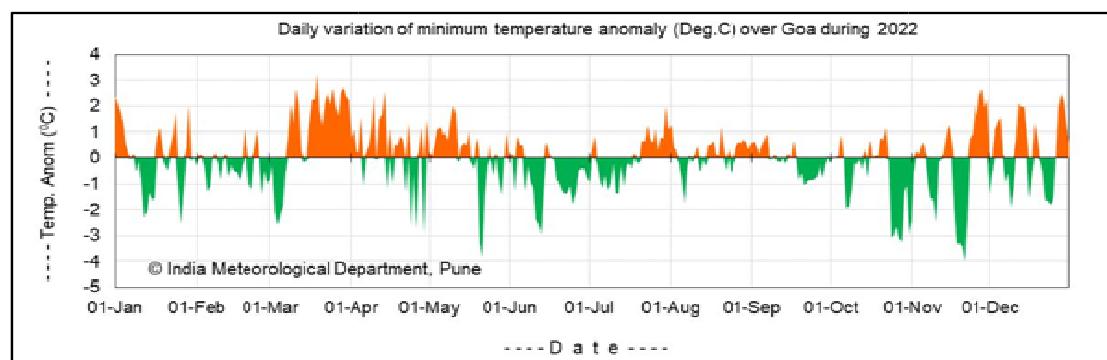


*Fig. 06: Annual maximum, minimum and mean land surface air temperature anomalies averaged over the State of Goa for the period 1901-2022. The anomalies were computed with respect to the base period of 1981-2010. The dotted black line indicates the linear trend in the annual mean temperature time series.*

**Fig.07 (a & b)** shows daily variation of minimum and maximum temperature anomaly during the year respectively. The anomalies were computed with respect to the base period of 1981-2010. State was warmer in respect of both maximum and minimum temperature during March and April months.



*Fig. 07(a): Daily variation of minimum temperature anomaly (0C) over Goa during 2022*



*Fig.07(b): Daily variation of maximum temperature anomaly (^{\circ}\text{C}) over Goa during 2022*

### **1.7 Purpose of the Action Plan:**

Goa State Action Plan: Prevention and Mitigation of Impacts of Heat Wave 2024 aims to provide a framework for the implementation, coordination and evaluation of extreme heat response activities in Goa State that reduce the negative health impacts of extreme heat. The Plan's primary objective is to alert those populations most at risk of heat-related illness that extreme heat conditions either exist or are imminent, and to take appropriate precautions. This plan will also lay down the role and responsibility of various departments in various alert signs. The Standard Operating Procedures have also been laid down by the Goa SDMA for the Heat Wave.

### **1.8 Objectives of the Action Plan:**

Goa State Action Plan on Prevention and Mitigation of Impacts of Heat Wave 2024 aims to reduce extreme heat impacts on vulnerable people like Children, pregnant women and elderly people with early warning system and integrated coordination with concerned agencies.

- (i) To incorporate the Prevention and Mitigation measures against Heat Illnesses.
- (ii) To map potential heat island area and affected people.
- (iii) To establish coordination and integration of all the concerned agencies from early warning to implementation of Action Plan.
- (iv) To build a capacity of concerned professional and agencies.
- (v) To make more use of adaptation and mitigation tools for reducing heat waves, and
- (vi) To make Goa State more resilient against extreme heat wave.
- (vii) To help the heat wave affected people in distress through proper medical aid.
- (viii) Readily available of safe drinking water at all prominent places.

### **2. Early Warning and Communication:**

**Heat Wave:** Heat wave is a condition of atmospheric temperature that leads to physiological stress, which sometimes may cause death.

The World Meteorological Organization defines a heat wave as five or more consecutive days during which the daily maximum temperature exceeds the average maximum temperature by five degrees Celsius. Different countries define heat wave differently in context of their local conditions.

In India, *heat wave conditions are considered of maximum temperature of a station reaches at least 40°C or more for plains, 37°C or more for coastal areas and at least 30°C or more for hilly regions.*

**As per India Meteorological Department (IMD) following criteria is used to declare a heat wave conditions in India:**

#### **a) Based on Departure from Normal:**

• <b>Heat Wave:</b>	<b>Departure from normal is 4.5°C to 6.4°C</b>
• <b>Severe Heat Wave:</b>	<b>Departure from normal is &gt; 6.4°C.</b>

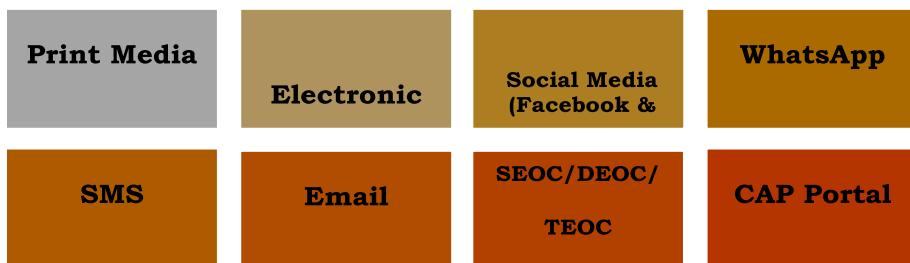
#### **b) Based on Actual Maximum Temperature:**

• <b>Heat Wave:</b>	<b>When actual temperature <math>\geq 45^{\circ}\text{C}</math></b>
• <b>Severe Heat Wave:</b>	<b>Departure from normal is <math>\leq 47^{\circ}\text{C}</math>.</b>

**c) Warm Night:**

It should be considered only when temperature remains **40°C** or more. It may be defined based on departure or actual minimum temperature as follows:

• <b>Warm Night:</b>	<b>Minimum Temperature Departure is 4.5°C to 6.4°C</b>
• <b>Very Warm Night:</b>	<b>Minimum Temperature Departure is 6.4°C</b>



*Figure 5: Different modes of dissemination of Heatwave Information*

#### **CRITERIA FOR DESCRIBING HEAT WAVE FOR COASTAL STATIONS:**

When the maximum temperature departure is 4.5°C or more from normal, Heat Wave may be described provided actual maximum temperature is 37°C or more.

##### **2.1 Declaration of Heat Wave:**

*To declare heat wave, the above criteria should be fulfilled for at least two stations in Meteorological sub-divisions for at least two consecutive days.*

***Heat wave will be declared on the second day.***

As per the annual climate summary report of the India Meteorological Department (IMD), the mean temperature over India has increased at a rate of 0.63°C/100 years since the beginning of the 20th century with large positive anomalies in the last couple of decades. The increase of mean temperature during summer season (March-May) in the same period has been at a rate of 0.56°C/100 years. On an average, more than eight heat days and one to three severe heat wave days are experienced during the summer season from March to July over north and central parts of the country. Also, many of the stations in northwest India, Gangetic plains, Central India and east coast of India have experienced continued heat wave spell of more than 10 days, mostly during May and June. There has been an increasing tendency to extreme temperatures is higher along the west coast of India.

##### **2.2 Identification of Colour Signals for Heat Alert :**

India Meteorological Department (IMD) issues forecast and warnings for all weather related hazards in short to medium range (valid for the next five days) every day as a part of its multi-hazard early warning system. These warnings, updated four times a day.

Color Code	Alert	Impacts	Suggested activities
<b>Green</b> (Normal)	Normal Day	Comfortable temperature. No cautionary action required.	Normal activity
<b>Yellow Alert</b> (Stay updated)	Hot Day	Moderate temperature. Heat is tolerable for general public but moderate health concern for vulnerable people e.g. infants, elderly, people with chronic diseases.	(a) Avoid heat exposure.  (b) Wear lightweight, light-coloured, loose, cotton clothes.  (c) Cover your head.
<b>Orange Alert</b> (Moderate Condition)	Severe Heat Alert Day	High temperature. Increased likelihood of heat illness symptoms in people who are exposed to sun for a prolonged period or doing heavy work. High health concern for vulnerable people e.g. infants, elderly, people with chronic diseases.	(a) Avoid heat exposure- keep cool.  (b) Wear lightweight, light coloured, loose cotton clothes  (c) Cover your head.  (d) Drink sufficient water-even if not thirsty.  (e) Use ORS, homemade drinks like lassi, buttermilk etc.  (f) Avoid alcohol, tea, coffee and carbonated soft drinks.  (g) Take bath in normal or lukewarm water.  <b>In case of Heatstroke:</b> Lay the person in a cool place, under a shade. Wipe her/him with wet cloth/wash the body frequently. Pour normal temperature water on the head. Consult doctor immediately/Call 108 or 112.
<b>Red Alert</b> (Severe Condition-take action)	Extreme Heat Alert for the Day	Very high likelihood of developing heat illness and heat stroke in all ages.	Along with suggested actions in orange alert extreme care needed for vulnerable people.

### 2.3 Health Impacts of Heat Waves:

The health impacts of Heat Waves typically involve dehydration, heat rash, heat cramps, heat exhaustion and/or heat stroke. The signs and symptoms are as follows:

**Heat rash:** Diffused red colour skin or vesicular rash, itching of the skin without visible eruption.

**Heat cramps:** Edema (swelling) and Syncope (Fainting) generally accompanied by fever below 39°C i.e. 102°F.

**Heat exhaustion:** Fatigue, weakness, dizziness, headache, nausea, vomiting, muscle cramps and sweating.

**Heat stroke:** Body temperatures of 40°C i.e. 104°F or more along with delirium, seizures or coma. This is a potential fatal condition.

### **3. DEALING WITH HEAT WAVE RELATED ILLNESS:**

#### **3.1 Prevention of Heat Related Illness:**

Heat waves characterised by long duration and high intensity have the highest impact on morbidity and mortality. The impact of extreme summer heat on human health may be exacerbated by an increase in humidity. There is growing evidence that the effect of heat wave on mortality is greater on days with high levels of ozone and fine particulate matter. Global climate change is projected to further increase the frequency, intensity and duration of heat waves and attributable death (WHO).

Heat related illness is avoidable. It can be best prevented if the vulnerable populations/communities are made aware of prevention tips, basic Do's and Don'ts through effective use of various media. Knowledge of effective prevention and first-aid treatment, besides an awareness of potential side-effects of prescription drugs during hot weather, is crucial for physicians and pharmacists to best mitigate the effects of heat illnesses.

#### **Symptoms and First Aid for various Heat Disorders**

<b>Heat Disorders</b>	<b>Symptoms</b>	<b>First Aid</b>
<b>Heat Rash</b>	Skin Redness and Pains, Possible Swelling, Blisters, Fever, Headaches.	Take a shower using soap to remove oils that may block pores preventing the body from cooling naturally. If blisters occur, apply dry, sterile dressings and seek medical attention.
<b>Heat Cramps</b>	Painful spasms usually in leg and abdominal muscles or extremities, heavy sweating.	Move to cool or shaded place. Apply firm pressure on cramping muscles or gently massage to relieve spasm. Give sips of water if nausea occurs, discontinue.
<b>Heat Exhaustion</b>	Heavy sweating, weakness, Skin Cold, Pale, Headache and clammy extremities. Weak Pulse. Normal temperature possible. Fainting, vomiting.	Get victim to lie down in a cool place. Loosen clothing. Apply cool, wet cloth. Fan or move victim to air-conditioned place. Give sips of water slowly and if nausea occurs, discontinue. If vomiting occurs, seek immediate medical attention, call 108 or 112 for ambulance.
<b>Heat Stroke (Sun)</b>	High body temperature, dry skin, Rapid & strong pulse. Possible unconsciousness or altered mental status.	Heat stroke is a severe medical emergency. Call 108 and 102 for ambulance for emergency medical immediately. Delay can be fatal. Move victim to a cooler environment. Try spraying water, cold water on body & fan the wet body. If possible sponging or cool bath sponging to reduce body temperature. Use fans and/or air conditioners. <b>DO NOT GIVE FLUIDS ORALLY If the person is not conscious.</b>

#### **3.2 Hospital Preparedness Measures for Managing Heat related Illness:**

Director/Incharge of hospitals, CHCs, PHCs and UHCs should ensure the following measures:

- A detailed action plan to tackle Heat related illnesses well in advance of hotter months.
- Operational framework-preparing specific health adaptation plan, development of guidelines and response plan for climate sensitive diseases.
- Need for updating Heat Health Action Plan and issuing Advisory for Hospital Preparedness, Surveillance and weekly monitoring including Capacity Building.

- Promoting Strategic media coverage of climate and health, linkages at the state level in regional languages to increase support for climate mitigation and adaptation responses.
- Long term measures such as adopting cool roof, improving green forest coverage and analysing health impacts in urban planning.
- Standard Operating Procedures to tackle all levels of Heat related illnesses. Capacity Building measures for doctors, nurses and other staffs should be undertaken.
- Cases with expected heat stroke should be rapidly assessed using standard treatment protocols.
- Identify search capacities and mark the beds dedicated to heat stroke victims and enhance emergency department preparedness to handle more patients.
- Identify RRT (Rapid Response Team) to respond to any exigency call outside the hospital.
- Ensure adequate arrangements of staff, beds, IV Fluids, ORS, essential medicines and equipment to cater to management of volume depletion and electrolyte imbalance.
- May try to establish outreach clinics at various locations easily accessible to the vulnerable population to reduce the number of cases affected. Health Centers must undertake awareness in campaigns for neighbourhood communities using different means of information dissemination.
- Primary Health Centers must refer the patients to higher facility only after ensuring adequate stabilization and basic definitive care (cooling and hydration).
- Hospitals must ensure proper networking with nearby facilities and medical Centers to share the patient load which exceed their search capacities.
- All cases of heat-related illnesses (suspected or confirmed) should be reported to IDSP (Integrated Disease Surveillance Programme) unit of the district.

### **3.3 Acclimatization:**

Those who come from a cooler climate to hotter climate especially during heat wave season at risk. They should be advised not to move out in open for period of one week. This helps the body get acclimated to heat. They should also be advised to drink plenty of water. Acclimatization is achieved by gradual exposure to the hot environment during a heat wave season.

### **3.4 Identification for Heat Wave related Illnesses and recordings of causalities:**

It is important to undertake and objective identification of heat wave illnesses and systematically record casualties resulting from heat wave. States may form committees at the district level with members not below the rank of Assistant Civil Surgeon, Mamatdar (Disaster Management) and Inspector of Police to enquire into deaths due to heat strokes/heat waves or correct reporting. In order to do so, the following factors need to be taken into account:

- Record maximum temperature during the particular time period and place.
- Post-mortem/medical check-up reports with causes.
- Local authority or local body enquiry/verification report.
- Cases of heat exhaustion and heat stroke should be reported.

The information regarding Heat strokes cases and deaths will be reported by Mamatdar (Disaster Management) in format 'C' – Annexure 7.

**4. Standards Operating Procedures-Heat Wave:**

Sr. No.	Emergency Support Functions/ Task	Aim	Primary Department/ Agency	Secondary Department/Agency	Responsibility of
1	2	3	4	5	6
1	Formulation of Policy, Plan and Guidelines	Preparation of Heat Action Plan with all the key stakeholders according to NDMA Guidelines (October19).	<ul style="list-style-type: none"> <li>• DDMAs</li> <li>• IMD</li> <li>• Health</li> <li>• Revenue</li> </ul>	<ul style="list-style-type: none"> <li>• Directorate of Health Services</li> </ul>	<ul style="list-style-type: none"> <li>• Officials of the respective department</li> </ul>
2	Early Warning Dissemination	<p>and</p> <ul style="list-style-type: none"> <li>• Establish Early Warning Systems Strengthening of Early Warning System with accurate &amp; timely alerts.</li> <li>• Issue Heat Wave warnings &amp; weather forecasts of Short/Medium/Long Range duration.</li> <li>• Disseminate the heat health warning, determine the threshold for action &amp; communicate the risk.</li> <li>• Provide colour coded threshold values.</li> </ul>	<ul style="list-style-type: none"> <li>• IMD</li> <li>• GOA SDMA</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Urban Development &amp; Directorate of Municipal Administration</li> </ul>	<ul style="list-style-type: none"> <li>• Collector</li> <li>• Municipal Commissioner/Chief Officer</li> <li>• Director of Panchayats</li> </ul>
3	Response and Relief	<ul style="list-style-type: none"> <li>• Issue directives for hospital preparedness &amp; mitigation.</li> </ul>	<ul style="list-style-type: none"> <li>• Health Department</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Urban Development</li> </ul>	<ul style="list-style-type: none"> <li>• Municipal Commissioner/Chief Officer</li> </ul>

1	2	3	4	5	6
		<ul style="list-style-type: none"> <li>• Formulation of Schemes and programmes for heat health safety.</li> <li>• Ensuring 24x7 heat health facilities with adequate provision of basic medicines like ORS, Glucose etc.</li> <li>• Safety and security of public.</li> </ul>	<ul style="list-style-type: none"> <li>• Directorate of Health Services</li> <li>• Directorate of Panchayats</li> <li>• CDHO</li> <li>• PHC's</li> <li>• CHC's</li> <li>• UHC's</li> </ul>	<ul style="list-style-type: none"> <li>• Superintendent of Medical Colleges.</li> <li>• Medical Officer of Health</li> <li>• CDHO</li> <li>• PHC's</li> <li>• CHC's</li> <li>• UHC's</li> </ul>	<ul style="list-style-type: none"> <li>• Superintendent of Medical Colleges.</li> <li>• Medical Officer of Health</li> <li>• CDHO</li> <li>• PHC's</li> <li>• CHC's</li> <li>• UHC's</li> </ul>
4	Prevention Mitigation of Illnesses	and Health	<ul style="list-style-type: none"> <li>• Prepare Heat Wave Action Plan of Municipal Corporation and Municipalities.</li> <li>• Directorate of Panchayats-DoP.</li> <li>• AEs and JEs of Water Resources Department.</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Urban Development</li> <li>• Officials of Urban Health Centers (UHC's)</li> <li>• Collector</li> <li>• Superintendent of Medical Colleges</li> <li>• Medical Officer of Health</li> <li>• UHC's</li> <li>• NGOs and other voluntary organizations.</li> </ul>	<ul style="list-style-type: none"> <li>• Municipal Commissioner</li> <li>• Collector</li> <li>• Superintendent of Medical Colleges</li> <li>• Medical Officer of Health</li> <li>• UHC's</li> <li>• NGOs and other voluntary organizations.</li> </ul>
5	Public Awareness		<ul style="list-style-type: none"> <li>• To broadcast relevant information regarding heat wave to public at large.</li> <li>• Display of Dos and Donts in public areas, hospitals, parks etc.</li> </ul>	<ul style="list-style-type: none"> <li>• IMD</li> <li>• Health</li> <li>• UDD</li> <li>• GOA SDMA</li> </ul>	<ul style="list-style-type: none"> <li>• Collector</li> <li>• Municipal Commissioner/Chief Officer</li> </ul>

1	2	3	4	5	6
		<ul style="list-style-type: none"> <li>• Display board with colour coding for heat wave alert.</li> </ul>		<ul style="list-style-type: none"> <li>• DoP</li> </ul>	<ul style="list-style-type: none"> <li>• Superintendent of Health.</li> </ul>
6	Public Transport	<ul style="list-style-type: none"> <li>• To ensure adequate supply of drinking water at bus depot and prominent places.</li> <li>• To ensure shelter/sheds at bus stops.</li> <li>• Appropriate bus timings for commuting of citizens.</li> <li>• Enable better emergency transport system for affected people to health care facilities with adequate equipment.</li> <li>• Protection of roads from melting and take precautionary measures.</li> </ul>	<ul style="list-style-type: none"> <li>• Transport Department</li> <li>• Department of Urban Development</li> <li>• Directorate of Panchayats</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Water Resources</li> <li>• Municipalities/ Panchayats</li> <li>• Directorate of Panchayats</li> </ul>	<ul style="list-style-type: none"> <li>• Directorate of Transport</li> <li>• Municipal Commissioner/Chief Officer</li> <li>• Director/BDO</li> </ul>
7	Supply of Safe Drinking Water	<ul style="list-style-type: none"> <li>• To ensure the availability of drinking water.</li> <li>• To ensure water supply in the State, Municipal Corporations, Districts, Taluka and villages.</li> </ul>	<ul style="list-style-type: none"> <li>• Water Resources Department</li> </ul>	<ul style="list-style-type: none"> <li>• Chief Engineer/ Superintending Engineer of the District</li> <li>• AEs and JEs of Water Resources Department.</li> </ul>	<ul style="list-style-type: none"> <li>• Collector</li> <li>• Municipal Commissioner/Chief Officer</li> <li>• Director of Panchayats</li> <li>• BDO</li> </ul>

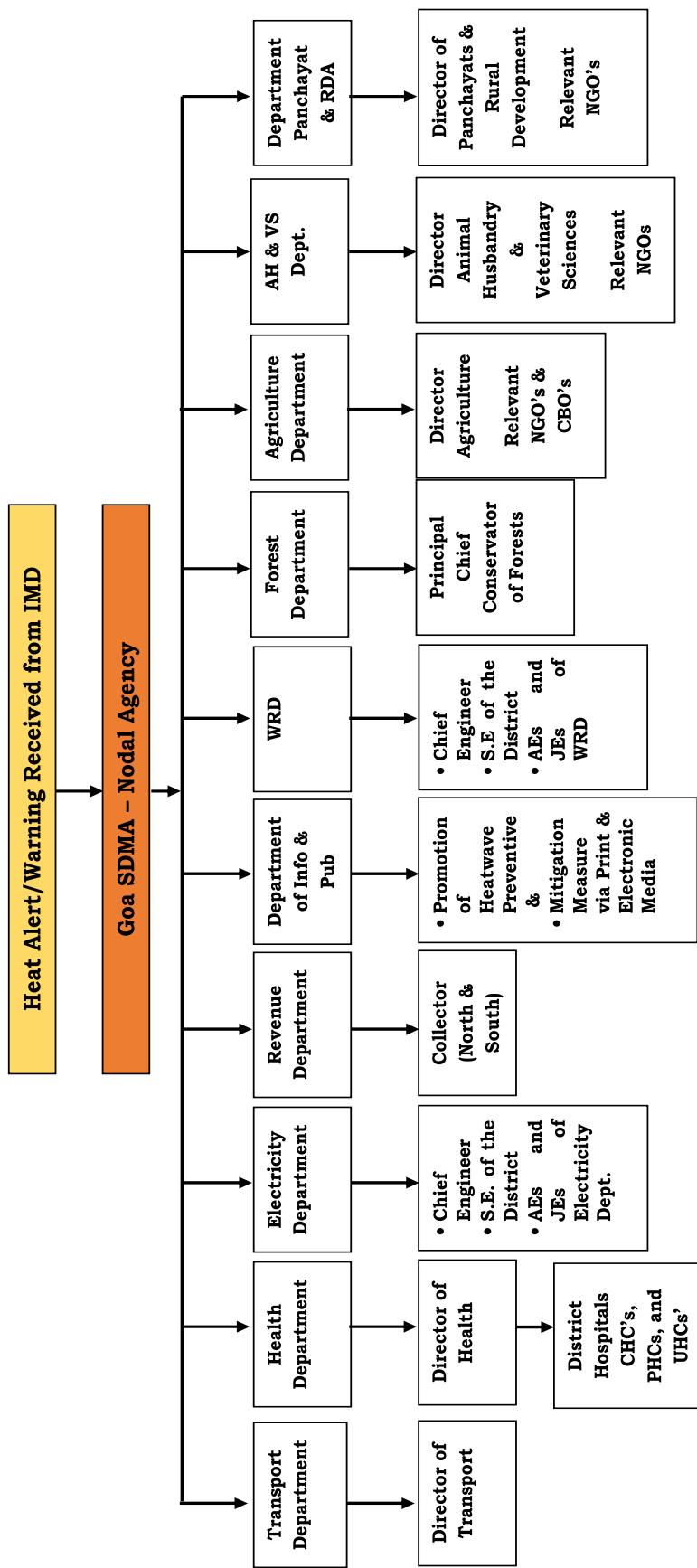
1	2	3	4	5	6
8	To ensure uninterrupted power supply	<ul style="list-style-type: none"> <li>To ensure maintenance work for uninterrupted power supply before and during the summer.</li> <li>Rescheduling of load shedding.</li> </ul>	<ul style="list-style-type: none"> <li>Electricity Department</li> </ul>	<ul style="list-style-type: none"> <li>Chief Engineer/ Superintending Engineer of the District</li> <li>AEs and JEs of Electricity Department</li> </ul>	<ul style="list-style-type: none"> <li>Collector</li> <li>Municipal Commissioner/Chief Officer</li> <li>Director of Panchayats</li> </ul>
9	Safety and Security of Women & Children	<ul style="list-style-type: none"> <li>To ensure safety and security of children (below 5 years) in Anganwadis.</li> <li>To ensure safety &amp; security of pregnant women.</li> </ul>	<ul style="list-style-type: none"> <li>WCD</li> <li>Health</li> </ul>	<ul style="list-style-type: none"> <li>Director W &amp; CD</li> <li>Directorate of Health</li> <li>Department of Urban Development</li> <li>Directorate of Panchayats</li> </ul>	<ul style="list-style-type: none"> <li>Nodal Officer of Municipal Corporation</li> <li>BDO</li> <li>Functionaries of WCD/Health Department at District, Taluka and Village including Anganwadis.</li> </ul>
10	Safety and Security of Students	<ul style="list-style-type: none"> <li>To ensure safety and security of children.</li> <li>To ensure availability of safe drinking water in schools (Primary, Secondary, Higher Education, Colleges and Universities).</li> <li>Rescheduling of school timings and vacations as per heat wave situation.</li> </ul>	<ul style="list-style-type: none"> <li>Education Department</li> </ul>	<ul style="list-style-type: none"> <li>Higher Technical Education</li> <li>Directorate of School Education</li> </ul>	<ul style="list-style-type: none"> <li>University heads</li> <li>Principals of Colleges</li> <li>DEO</li> <li>Principals of Primary, Secondary &amp; Higher Secondary Education</li> </ul>

1	2	3	4	5	6
		<ul style="list-style-type: none"> <li>To ensure that students avoid outdoor physical activities during summers in schools.</li> </ul>			
11	Protection of Gardens & Zoos	<ul style="list-style-type: none"> <li>To ensure animal protection in zoos.</li> <li>To ensure gardens are safe and secure.</li> <li>Adequate amount of drinking water in gardens/parks/zoo.</li> </ul>	<ul style="list-style-type: none"> <li>Forest Department</li> <li>Department of Animal Husbandry and Veterinary Services</li> </ul>	<ul style="list-style-type: none"> <li>Department of Urban Development</li> <li>Directorate of Panchayats</li> <li>BDOs</li> <li>Range Forest Officers</li> </ul>	<ul style="list-style-type: none"> <li>Collector</li> <li>Municipal Commissioner/Chief Officer</li> <li>Director of Panchayats</li> <li>BDOs</li> <li>Range Forest Officers</li> </ul>
12	Protection of Animals and Wildlife	<ul style="list-style-type: none"> <li>To ensure safe shelter for livestock and animals.</li> <li>Availability of adequate amount of water and fodder.</li> <li>To ensure prepositioning of adequate veterinary medicine and supplies.</li> </ul>	<ul style="list-style-type: none"> <li>Forest Department</li> <li>Department of Animal Husbandry and Veterinary Services</li> <li>Revenue Department</li> <li>Department of Animal Husbandry &amp; Veterinary Sciences</li> </ul>	<ul style="list-style-type: none"> <li>PCCF (Wildlife)</li> <li>Director Agriculture</li> <li>Director Animal Husbandry Veterinary Sciences</li> <li>Husbandry &amp; Veterinary Sciences</li> <li>Relevant NGOs</li> </ul>	<ul style="list-style-type: none"> <li>Forest Department</li> <li>Department of Animal and Veterinary Services</li> <li>District Agricultural Officer</li> <li>Veterinary Officer &amp; Veterinary Assistant</li> </ul>

1	2	3	4	5	6
13	Safety and Security of Labourers	<ul style="list-style-type: none"> <li>To ensure safety &amp; security of labour force in the industrial establishment.</li> <li>Rescheduling of working hours for employees.</li> <li>To ensure drinking water facilities at work places.</li> <li>To provide emergency ice packs and heat illness prevention materials to construction workers.</li> </ul>	<ul style="list-style-type: none"> <li>Labour and Employment Department</li> </ul>	<ul style="list-style-type: none"> <li>Health Department</li> </ul>	<ul style="list-style-type: none"> <li>Directorate of Industries</li> </ul>
14	Safety and security of labourers at Village level	<ul style="list-style-type: none"> <li>To ensure safety and security of all labourers under MGNREGA.</li> <li>To ensure safety and security of all labourers under schemes of Rural Development Agency Panchayat Raj.</li> </ul>	<ul style="list-style-type: none"> <li>Director of Panchayat, Rural Housing and Rural Development Agency</li> </ul>	<ul style="list-style-type: none"> <li>Director of Panchayat, Rural Housing and Rural Development Agency</li> </ul>	<ul style="list-style-type: none"> <li>BDO</li> <li>Sarpanch</li> </ul>
15	Safety and security of Old age persons, Orphanages and persons with disability	<ul style="list-style-type: none"> <li>To ensure the safety and security of people living in old age home and orphanage homes.</li> <li>To ensure proper care of person with disability.</li> </ul>	<ul style="list-style-type: none"> <li>Provedoria</li> </ul>	<ul style="list-style-type: none"> <li>Director of Social Welfare</li> <li>Providoria</li> </ul>	<ul style="list-style-type: none"> <li>Functionaries at district, taluka and village level.</li> </ul>
16	Prevention of Fire	<ul style="list-style-type: none"> <li>To ensure prevention and mitigation of Fire.</li> </ul>	<ul style="list-style-type: none"> <li>Directorate of Fire and</li> </ul>	<ul style="list-style-type: none"> <li>Director (DFES)</li> </ul>	<ul style="list-style-type: none"> <li>Municipal Commissioner</li> </ul>

1	2	3	4	5	6
	<ul style="list-style-type: none"> <li>Availability of adequate amount of water for fire fighting.</li> </ul>	<ul style="list-style-type: none"> <li>Emergency Services</li> </ul>	<ul style="list-style-type: none"> <li>Chief Fire Officer</li> <li>Fire services of Municipal Corporations</li> <li>Department of Urban Development</li> <li>Directorate of Panchayats</li> </ul>	<ul style="list-style-type: none"> <li>Collector</li> <li>Municipal Commissioner/Chief Officer</li> <li>Director of Panchayats</li> <li>BDOs</li> </ul>	
17	Capacity Building, Training and IEC	<ul style="list-style-type: none"> <li>Co-ordination with different departments for capacity building activity.</li> <li>Develop training modules and conduct proper training programme for different stakeholders.</li> <li>Preparation of Capacity Building Programme &amp; Implementation.</li> </ul>	<ul style="list-style-type: none"> <li>GOA SDMA</li> <li>GIPARD</li> <li>NDMA</li> <li>NIDM</li> <li>IMD</li> <li>UDD</li> <li>Dept. of Health</li> <li>Water Resources Dept.</li> <li>WCID</li> <li>Education</li> <li>Transport</li> <li>Animal Husbandry &amp; Veterinary Sciences</li> <li>Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Heads of respective departments/ Agencies</li> </ul>	

## Communication Plan for Nodal Agency to Activate Heat Alert



#### **4.1 Roles and Responsibility**

Responsibilities of various departments at State, District, Taluka and village level for Goa State Action Plan for Prevention and Mitigation of impacts of Heat Wave are as below.

##### **State Level**

###### **1. Revenue Department/GOA SDMA:**

- **Constitute a Goa State Action Plan: Prevention and Mitigation of Impacts of Heat Wave Committee**, with Secretary Revenue/Member Secretary SDMA as Chairperson and Nodal Officer as Member Secretary, representatives of all departments to be members of this committee.
- The Committee should meet at-least **3 times** in year, once in **pre-heat, during-heat** and **post-heat season**.
- Ensure that Health Department monitors all-causes of death and all hospital admission cases during heat wave season.
- Establish heat mortality tracking system and update datasets.
- Create list of heat vulnerable areas in each district.
- Designate point of contact for each department for heat wave.
- Re-engage key agencies to facilitate communications and schedule monthly meetings.
- Review preparedness instructions given to all concerned departments for the heat wave season.

###### **During Heat Season (April to June)**

- To issue necessary instructions regarding strict adherence of the plan.
- To ensure mid-course correction.
- To deploy monitors/supervisors to concurrent monitoring and feedback.
- Activate **Heat alert** and local response in each department by notifying the key leaders in accordance with the communication plan.
- Activate cooling centers/shaded areas with each department such as temples, public buildings, malls during **Heat alert**.
- Hold a frequent conference call to discuss report and breaking development during heat alert and ensure that the communication channels remain operational.
- Instruct water department or local municipal department to ensure availability of staff and clean drinking water during **Heat alert**.
- To monitor the implementation of the Goa State Action Plan: Prevention and mitigation of Impacts of Heat Wave.

###### **Post Heat Season (July to September)**

- Review quantitative and qualitative data for process evaluation and improvements.
- Call meeting for annual evaluation of heat plan with key agency leaders and community partners.
- To fine-tune the heat action plan based on the experience of various stake-holders.

###### **2. Meteorological Centre Panaji (IMD):**

###### **Pre-Heat Season (January to March)**

- Issue prior warnings with details of temperature at State and District level.

**During Heat Season (April to June)**

- Provide daily/weekly forecasts.
- Communicate Heat wave alerts/warnings promptly.
- Update heat wave details regularly in their website.
- Determine threshold district wise e.g. Percentile method.

**Post-Heat Season (July to September)**

- Provide season report containing duration of Heat wave and location-wise maximum temperatures.
- Participate in annual evaluation of heat action plan.

**3. Health Department:****Pre-Heat Season (January to March)**

- Check inventories of medical supplies in health ward.
- Identify areas that are vulnerable.
- Identify cooling ward and barriers to access cooling ward.
- Community involvement for workers and trainers' education.
- Instruct hospitals PHCs, CHCs and UHCs to get additional hospitals and ambulances ready.
- Update surveillance protocols and programs, including to track daily heat-related data (morbidity, mortality, all heat related causes).
- Arrange awareness training workshops for medical officers and paramedics.

**During Heat Season (April to June)**

- Display heat-related illness prevention tips and how to stay cool around hospitals PHCs and UHCs.
- Distribute "Do's and Don'ts" to equip community hospitals with additional materials.
- Keep emergency cooling ward ready.
- Keep stock of small reusable ice packs.
- Report heat stroke patients daily.
- Keep adequate stocks and ensure availability of medical supplies like ORS in all hospitals/PHCS/UHCs, hospitals.

**Post-Heat Season (July to September)**

- Incorporate data and findings into future versions of the Heat Action Plan.
- Participate in annual evaluation of Heat Action Plan.
- Review revised Heat Action Plan.

**4. 112 Emergency Service:****Pre-Heat Season (January to March)**

- Prepare handouts for paramedics about heat illness.
- Create displays on ambulances to build public awareness during local events.
- Identify at-risk areas of vulnerable population, by utilizing the list of high risk areas.

**During Heat Season (April to June)**

- Ensure adequate supply of ice packs and IV fluids.
- Disseminate SMS text message to warn local residents during a heat alert.

**Post-Heat Season (July to September)**

- Provide data to key agency leaders.
- Participate in annual evaluation of heat action plan.

**5. Department of Urban Development, Directorate of Municipal Administration & Directorate of Panchayats:****Pre-Heat Season (January to March)**

- Mandating installation of cool roofs in new or modified government buildings, educational/healthcare.
- Allocate funds for implementation (Govt. buildings).
- Conduct Cool roof and cool building awareness and training workshop.
- Create awareness among vulnerable community and residence on cool roof benefits.

**During Heat Season (April to June)**

- Oversee implementation.

**Post-Heat Season (July to September)**

- Undertake impact evaluations.

**6. Department of Labour:****Pre-Heat Season (January to March)**

- Arrange training workshop on heat illness diagnosis and management for factory medical officers and general practitioners.
- Awareness activities for construction workers, factory labourers, manual labourers and workers whose occupations require intensive work outdoors during extreme heat about the risks, signs and symptoms of heat stress.
- Generate list of factory medical officers and contractors to include in heat action communications from Nodal Officer.
- Communicate directly about heat season with non-factory workers.
- Utilize maps of construction sites to identify more high-risk outdoor workers.
- Conduct publicity campaigns during high-risk days in identified high-risk areas.

**During Heat Season (April to June)**

- Guidelines for workers to protect from heat exposure and provision of First Aid, drinking water and cooling space at work site.
- Advisory for a cool room at factory facilities for emergency.
- Issue directives for flexible working hours to restrict heat exposure for e.g. extended afternoon break or alternate working hours for workers.
- Ensure health centers/dispensary are open during peak summer hours.

- Ensure overseeing construction sites, quarries, factories and other vulnerable worksites, particularly during high heat season, to enforce labour laws related to heat safety.

**Post-Heat Season (July to September)**

- Participate in annual evaluation of heat action plan.

**7. Transport Department:**

**Pre-Heat Season (January to March)**

- Explain importance of proper shade, availability of drinking water and other facilities for transport officers.
- Incorporate cool roof (applying reflection paint on roof) in bus stand or public waiting area.
- Distribute pamphlets/posters on heat related illness prevention; Do's and don'ts for display & further distribution to passengers at Bus stations, bus shelters, cab and auto stands etc.
- Ensure availability of ORS and Cool drinking water.

**During Heat Season (April to June)**

- Display heat warning at bus stations, bus shelters, cab or auto stands.
- Display posters & distribute pamphlets on prevention of heat related illness.
- Ensure availability of shade, drinking water, ORS for passengers.
- Operate more AC buses during peak hours (12 noon-4.00 p.m.) when heat wave is declared.

**Post-Heat Season (July to September)**

- Review implementation and effectiveness of plan.
- Obtain and give feedback for further improvement of plan.

**8. Konkan Railways:**

**Pre-Heat Season (January to March)**

- Display posters & distribute pamphlets on prevention of heat related illness.
- Use white refractory paints or other cool roof techniques on rail/metro roof.
- Explain importance of proper shade, availability of drinking water and other facilities.

**During Heat Season (April to June)**

- Ensure availability of shade, drinking water, ORS etc. for staff and visitors.
- Display of Heat alert with Do's and Donts.

**Post-Heat Season (July to September)**

- Obtain feedback for further improvement of plan.

**9. Education Department:**

**Pre-Heat Season (January to March)**

- Review plan with Education Department officials (School/Colleges, etc.)

- Arrange awareness classes and mock drills on heat wave related illness/sunstrokes for teachers, students and other staff.
- Explain importance of proper shade, cool roof, availability of clean drinking water, ORS and other facilities for students, teachers and other staff.
- Distribute pamphlets/posters on heat related illness prevention; Do's and Donts for display & further distribution to students in Schools & Colleges.
- Ensure availability of ceiling fans in class rooms for students and teachers.

**During Heat Season (April to June)**

- Display posters & distribute pamphlets on prevention of heat related illness in Schools and Colleges.
- No open-air classes to be conducted when heat wave is declared.
- Ensure school buses are parked in sheds, sprinkle water on the roof of the buses, before commuting.
- Restriction of school timing (6.00 a.m. to 11.00 a.m.) during heat season.
- Scheduling of examinations before starting of Heat period normally.

**Post-Heat Season (July to September)**

- Review implementation and effectiveness of Plan.
- Obtain and give feedback for further improvement of Plan.

**10. Women and Child Development Department:**

**Pre-Heat Season (January to March)**

- Setting up of nutritional resource centers at Anganwadi centers to supplement nutritional deficiency in children.
- Pre heat wave season, necessary precautionary methods such as provision of proper stock of ORS, buttermilk and other rehydration methods may be arranged well in advance as the heatwave extends for about 17-45 days.
- To create a surveillance mechanism on tracking children, lactating mothers and women through ICDS and Anganwadi centers in the State.
- Capacity building of Anganwadi workers and ICDS workers to identify symptoms in women and children and to report it when necessary.
- To identify the villages where high child mortality rates are present to take necessary precautionary methods.

**During Heat Season (April to June)**

- Display IEC materials at Anganwadis and encourage Integrated Child Development Scheme (ICDS) workers to disseminate Heat Wave related information with special focus on infants, children below five years, pregnant and lactating mothers, and geriatric population to protect them from dehydration.
- Provision of drinking water and first aid at all the Anganwadi Centers, old age homes, orphanages.

**Post-Heat Season (July to September)**

- Participate in annual evaluation of heat action plan.

**11. Tourism Department:****Pre-Heat Season (January to March)**

- Ensure proper registration of tourists who are visiting the State during heat season.
- Ensure availability of heat relief measures at tourist places.
- Display of Heat Wave precautionary measures for tourists during summer at tourist points and related information in website of department of tourism.
- Provision of funds for Heat Wave management.

**During Heat Season (April to June)**

- Ensure the availability of drinking water and cool resting sheds.
- Restrict the timing of the visit of tourist places during peak hours in summer days.

**Post-Heat Season (July to September)**

- Participate in annual evaluation of heat action plan

**12. Department of Agriculture:**

- Ensure construction of wells/water point for roaming livestock to provide them with drinking water.
- Prepare material like Posters & pamphlets separately for tips to take care during heatwaves.
- Activate field staff to create awareness among the Livestock farmers on the Animal Management during Heat Wave conditions.
- Capacity building of veterinary officials on diagnosis and management heat related illness.
- Maintaining database and surveillance on heat related morbidity and mortality.
- Display posters/distribute pamphlets in villages, and important government offices.
- Check availability of drinking water in the water points kept for roaming livestock's.

**Post-Heat Season (July to September)**

- Review implementation of Heat Action Plan.
- Revise plan accordingly.

Responsibilities of various departments at State, District, Taluka and village level for Goa State Action Plan for Prevention and Mitigation of impacts of Heat Wave are as below.

**District Level****13. District Collector/Municipal Commissioner/Chief Officer/BDO:**

- Constitute a District Heat Action Task Force (DHATF), with District Collector as Chairman and Municipal Commissioner as Member Secretary, with representatives of all departments to be member of this committee.
- DHATF should meet at least 3 times in year, once in pre-heat, during-heat and post-heat season.
- Collector should monitor all-cause death and all hospital admission cases during heat season.
- Create list of heat vulnerable areas in respective district.
- To review preparedness for the heat season in rural areas of the district.

- Collector should monitor all-cause death and all hospital admission during heat season.
- To issue necessary instructions to all concerned departments.
- For better inter-sectoral co-ordination.

**During Heat Season (April to June)**

- General meeting of District Heat Action Task Force (DHATF).
- Collector at district should monitor all-cause death and all hospital admission during heat season.
- To monitor the implementation of the Heat Action Plan.
- To issue necessary instruction regarding strict adherence of the plan.
- To ensure mid-course correction.
- To deploy monitors/supervisors to concurrent monitoring and feedback.

**Post Heat Season (July to September)**

- To review the implementation of the heat action plan.

**Taluka Level**

**14. Mamlatdar and BDO at Taluka level:**

- Supervise preparedness of the Gram Panchayats.
- To issue necessary instruction to all concerned departments.
- For better inter-sectoral co-ordination.
- Mamlatdar should monitor all-cause death and all hospital admission during heat season.
- Arrangements for establishing rehabilitation centers and materials required thereof.
- Arrangements for supply of good quality drinking water/ORS and other items of basic necessities
- Explain importance of proper shade and cool roof to the village level.

**During Heat Season (April to June):**

- To monitor the implementation of the Heat Action Plan.
- To issue necessary instruction regarding strict adherence of the plan.
- To ensure mid-course correction.
- To deploy monitors/supervisors to concurrent monitoring and feedback.

**Post Heat Season (July to September)**

- To review the implementation of the heat action plan.

**Village Level**

**15. Panchayat Secretary/Sarpanch Gram Panchayat:**

**Pre-Heat Season (From January to March)**

- Convening meetings of ward members to ensure proper information regarding the warning signals reached the people through all media modes.

- For better inter-sectoral co-ordination.
- Prepare vulnerability map.
- Should monitor all-cause death and all hospital admission during heat season.
- Sensitize vulnerable population on Heat Wave.
- Prepare proper shade, cool roof, availability of drinking water and other facilities for the Public and animal.
- Encourage for alternative livelihood activities like construction of ponds, artificial lakes for cooling the environment by evaporation.
- Arrangements for water kiosks, tube wells, tankers at strategic locations.

**During Heat Season (April to June)**

- To monitor the implementation of the Heat Action Plan.
- To issue necessary instruction regarding strict adherence of the plan.
- To ensure mid-course correction.
- To deploy monitors/supervisors to concurrent monitoring and feedback.
- Public announcement about the do's and donts issued by the Department of Health and Family Welfare

**Post Heat Season (July to September)**

- To review the implementation of the Heat Action Plan.

**NGO's, Community Based Organization (CBO's) and Voluntary Organizations**

**16. NGOs, Community Groups and Individuals**

- Distribute pamphlet and other materials to community.
- Sensitize link workers and community leaders.
- Dissemination of materials in slum communities.
- Coordinate outreach efforts with other community groups, non-profits, and higher education.

**During Heat Season (April to June)**

- Keep cool and hydrated during the heat season by drinking water, staying out of the sun and wearing light clothing.
- Office and field visit timings to be re-worked.
- Check on vulnerable neighbours, particularly during a heat alert.
- Limit heavy work in direct sun or indoors if poorly ventilated, especially during a heat alert.

**Post Heat Season (July to September)**

- Inform fellow community members about how to keep cool and protect oneself from heat.
- Participate in annual evaluation of Heat Action Plan.

**4.2 Department wise activities during Heat Wave Period:**

Sr. No.	Department	Roles and Responsibilities
		<b>Yellow Alert (Stay Updated)</b>
		<ul style="list-style-type: none"> <li>• Enhance targeted training programs, capacity building efforts and communication on heat illness for medical staff at local hospitals and Urban Health Centres (UHCs), based on the Framework of CORPORATION Medical Professionals and Health Workers (see attachment). These efforts should include nursing staff, paramedics, field staff and link workers, and consider the susceptibility of particular wards.</li> <li>• Hospitals should be instructed to update their admissions and emergency case records to track heat-related morbidity and mortality.</li> <li>• Train hospitals to improve expedience of recording of cause of death certificates.</li> <li>• Create simple, user-friendly means to track daily heat-related data and behavioural change impacts.</li> <li>• Organize training on recording information education &amp; communication (IEC) efforts.</li> </ul>
		<b>Orange Alert (Moderate Condition)</b>
1.		<ul style="list-style-type: none"> <li>• Adopt heat-focused examination procedures at local hospitals and urban health centres.</li> <li>• Purchase and distribute reusable soft plastic ice packs for the citywide UHCs, 108 emergency centres, ambulances and hospitals.</li> <li>• Produce weekly reports of the public health impact for CORPORATION Nodal Officer during a heat alert.</li> </ul>
		<b>Red Alert (Severe Condition-Take Action)</b>
		<ul style="list-style-type: none"> <li>• Keep all UHCs functional till 7 p.m.</li> <li>• Keep sufficient stocks of reusable soft plastic ice packs for the citywide UHCs, 108 emergency centers, ambulances and hospitals.</li> <li>• Explore creation of ice pack dispensaries to increase access to vulnerable communities.</li> <li>• Post heat-related illness prevention tips and how to stay cool around hospitals and UHCs.</li> <li>• Ensure adequate medical supplies available.</li> <li>• Produce weekly reports of the public health impact for CORPORATION Nodal Officer during a heat alert.</li> <li>• Increase staffing at hospitals and UHCs to attend to the influx of patients during a heat alert, if feasible.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<ul style="list-style-type: none"> <li>• Increase link worker and community health worker outreach in at-risk neighbourhoods during a heat alert, if feasible.</li> <li>• Have zonal health officer visit UHCs to confirm proper preparation has been made for heat related illness and conduct case audits during heat season.</li> <li>• Provisions should be made to treat heat stroke patient in emergency.</li> </ul>
2.	108/112 Emergency Service	<p style="text-align: center;"><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Create displays on ambulances during local events to build public awareness.</li> <li>• Identify at-risk areas of vulnerable populations, in part by utilizing the list of high-risk areas.</li> <li>• Enhance targeted training programs and communication on heat illness for paramedics and field staff.</li> </ul> <p style="text-align: center;"><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Keep sufficient stocks of reusable soft plastic ice packs for the 108 citywide emergency ambulances.</li> <li>• Organize training on recording information education &amp; communication (IEC) efforts.</li> </ul> <p style="text-align: center;"><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>• Keep sufficient stocks of reusable soft plastic ice packs for the citywide 108 emergency ambulances.</li> <li>• Ensure adequate supply of ice packs and IV fluids.</li> <li>• Disseminate SMS text messages to warn local residents during a heat alert.</li> </ul>
3.	Department of Urban Development and Directorate of Municipal Administration	<p style="text-align: center;"><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Organize preventive training and outreach efforts for health workers, link workers, school children and the local community with the Health Department.</li> <li>• Distribute multilingual pamphlets and posters with tips to prevent heat stress to hospitals, schools and professional associations.</li> <li>• Create a list of the high-risk areas of the city vulnerable to heat waves for more focused activities on heat prevention.</li> <li>• Regular meetings with NGOs and slum leaders on weekly basis for preparation for next week and review of previous week activities for heat resilience.</li> </ul> <p style="text-align: center;"><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Engage state and local agencies to facilitate internal communications.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<ul style="list-style-type: none"> <li>Follow-up meetings with stakeholders, NGOs and slum leaders regarding activities on heat prevention and heat alerts.</li> <li>Organize workshop with doctors and health professionals for identification of heat illness.</li> <li>Organize meeting to take special measures for the elderly and infants.</li> <li>All cause deaths should be daily reported by SMS to MC/CO and total figures should be declared to press every day.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Convene key agency leaders to respond to extreme heat events.</li> <li>Announcement should be made in all areas like slums, semi slum areas about the red alert.</li> <li>Inform to all ward councillors, NGO and representative of ward.</li> <li>Publicity using Auto rickshaw should be done for Red alert.</li> <li>Activate “cooling centres,” such as temples, public buildings, malls, during a heat alert.</li> <li>Expand access to shaded areas for outdoor workers, slum communities, hutments and other vulnerable populations across all the corporations of Goa State.</li> <li>Hold a frequent, possibly daily, conference call to discuss reports and breaking developments during a heat alert, and ensure that communication channels remain operational.</li> <li>Identify and set up public displays of temperature and forecasts.</li> <li>Continue surveillance of temperature data and forecasts.</li> </ul>
4.	Water Resource Department	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Release water in canals during summer.</li> <li>Promote sprinkler irrigation.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>Ensuring efficient potable water supply.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Supply drinking water in Urban and Rural areas.</li> </ul>
5.	Department of Information and Publicity	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Media training workshop on heat wave prevention and heat alert.</li> <li>Provide information and heat communication materials developed by the Corporation to the public.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<ul style="list-style-type: none"> <li>• Increase the number of installed LED screens with rolling updated temperature forecasts available to the public.</li> </ul> <p style="text-align: center;"><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Increase public communication including distributing the multilingual pamphlet and advertisements on heat stress prevention and tips for health protection during extreme heat events.</li> <li>• Commence public messaging to the public about the dangers of heat-related illness with the Nodal Officer of Corporation through press conferences, SMS, Radio, TV and use of Print Media.</li> </ul> <p style="text-align: center;"><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>• Using Electronic and Print Media, publicity should be done on large scale.</li> <li>• Publish heat IEC materials provided by the Corp to the public.</li> <li>• Circulate warnings via text alerts or WhatsApp mobile messages, in collaboration with private sector telecom companies utilizing centralized mobile databases, in addition to traditional media during a heat alert.</li> <li>• Inform all citizens about RED alert by using bulk SMS.</li> <li>• Develop an SMS alert system to send direct messages to private practitioners in addition to the medical professionals at public hospitals and UHCs.</li> <li>• Utilize local radio FM broadcasts to disseminate heat protection tips and high temperature warnings to the city's at-risk populations during a heat alert.</li> <li>• Explore other means of communications, such as broader use of social media, for example, Twitter, Instagram, Facebook and the WhatsApp mobile application.</li> </ul>
6.	Department of Women and Child Development	<p style="text-align: center;"><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Create awareness and educate young girls and mothers regarding the dangers of Heat Waves, its related health impacts and the precautionary measures to be taken.</li> <li>• Display IEC materials at Anganwadis and encourage Integrated Child Development Scheme (ICDS) workers to disseminate Heat Wave related information with special focus on infants, children below five years, pregnant and lactating mothers, and geriatric population to protect them from dehydration.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<ul style="list-style-type: none"> <li>• Ensure provision of drinking water and first aid at all the Anganwadi Centers.</li> <li>• Ensure provision of funds for Heat Wave management.</li> </ul> <p style="text-align: center;"><b>Orange Alert (Moderate Condition)</b></p>
		<ul style="list-style-type: none"> <li>• Ensure that they receive heat alert daily.</li> <li>• Distribution of ORS at AWC.</li> </ul> <p style="text-align: center;"><b>Red Alert (Severe Condition-Take Action)</b></p>
		<ul style="list-style-type: none"> <li>• Special cooling measures for old people and infants.</li> <li>• Inform about RED alert to parents of children coming in Anaganwadi.</li> </ul>
		<p style="text-align: center;"><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Design child-friendly educational preventative trainings and distribute heat protection materials at local schools.</li> <li>• Training of school teachers to equip them with knowledge of heat protection tips and activities which they can disseminate in classrooms.</li> <li>• IEC activities on heat wave prevention and management in schools.</li> <li>• Promote School Safety Plan.</li> <li>• Encourage plantation of trees and promote green campus.</li> <li>• Provision of funds for heat wave management.</li> </ul> <p style="text-align: center;"><b>Orange Alert (Moderate Condition)</b></p>
7.	Department of Primary/Secondary Education	<ul style="list-style-type: none"> <li>• Scheduling of examinations before starting of heat period normally.</li> <li>• Ensure supply of water for students and teachers if school is functioning.</li> <li>• Communicate to keep cool and hydrated during the heat season by drinking water, staying out of the sun and wearing light clothing.</li> <li>• Restrict the school timings, if necessary.</li> <li>• Ensure avoidance of physical activities during school hours.</li> </ul> <p style="text-align: center;"><b>Red Alert (Severe Condition-Take Action)</b></p>
		<ul style="list-style-type: none"> <li>• Ensure that all school and colleges should be closed during heat wave days.</li> <li>• If school is not functioning, permit use of school premises as shelter during day time.</li> <li>• Corporation schools and Private schools should get alert messages and also send messages to parents through bulk messages.</li> <li>• Sensitize School/College, University teachers/and other faculties about RED alert.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<b>Yellow Alert (Stay Updated)</b>
		<ul style="list-style-type: none"> <li>Directive for making water available for animals in reserved/protected forests/parks and sanctuaries and make necessary provisions, where necessary.</li> <li>Issue directives to the zoo authorities for special arrangements for the animals in zoo to protect them from the effect of Heat Wave.</li> <li>Provision of drinking water like ponds/water bodies for wild life.</li> <li>Directive for provision of water to human habitations facing water scarcity inside reserved forests.</li> </ul>
		<b>Orange Alert (Moderate Condition)</b>
		<ul style="list-style-type: none"> <li>Ensure drinking water for wild life.</li> </ul>
		<b>Red Alert (Severe Condition-Take Action)</b>
		<ul style="list-style-type: none"> <li>Keep gardens and park open during heat alert so that people may take shelters in case of heat wave under tree shades etc.</li> <li>Provide drinking water, shelters and ORS for public.</li> </ul>
		<b>Yellow Alert (Stay Updated)</b>
		<ul style="list-style-type: none"> <li>Sensitization workshop for employers, outdoor labourers and workers regarding health impacts of extreme heat and recommendations to protect themselves during high temperatures.</li> <li>Utilize maps of construction sites to identify more high-risk outdoor workers. Potentially overlay irradiation map stroke/heat island map from ISRO as per satellite imagery.</li> </ul>
		<b>Orange Alert (Moderate Condition)</b>
		<ul style="list-style-type: none"> <li>Organize training for employers, outdoor labourers and workers regarding health impacts of extreme heat and recommendations to protect themselves during high temperatures.</li> </ul>
		<b>Red Alert (Severe Condition-Take Action)</b>
		<ul style="list-style-type: none"> <li>Conduct publicity campaigns during high-risk days to these specific areas.</li> <li>Provide sufficient potable drinking water.</li> <li>Change working hours of labourers.</li> <li>Encourage employers to shift outdoor workers' schedules away from peak afternoon hours (1 p.m. – 5.p.m.) during a heat alert.</li> <li>Provide emergency ice packs and heat-illness prevention materials to traffic police, staff and construction workers.</li> </ul>
		<b>Yellow Alert (Stay Updated)</b>
		<ul style="list-style-type: none"> <li>Sensitization of laborers and contractors working under MGNREGA and other laborers working under</li> </ul>
10.	Department of Rural Development and Panchayat Raj	

Sr. No.	Department	Roles and Responsibilities
		<p>different schemes of Rural Development Department and Panchayat Raj.</p> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Sensitization of villagers about the heat wave illness.</li> <li>• Ensure supply of potable drinking water in villages.</li> <li>• Conduct wide publicity campaigns during high-risk days.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>• Shift the working times of laborers working under MGNREGA and other laborers working under different schemes of Rural Development Department and Panchayat Raj.</li> <li>• Ensure availability of shade/shelters at all prominent places of public gatherings like bus stops, religious places, railway stations, market places etc.</li> </ul>
11.	Directorate of Fire and Emergency Services	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Train staff regarding health impacts of extreme heat and recommendations to protect themselves during high temperatures.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Ensure adequate numbers of vehicles and firefighting equipment.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>• Ensure presence of staff during heat alert period, if necessary by restricting leaves.</li> <li>• Ensure functioning of communication equipment to receive messages/alerts of occurrence of fire.</li> <li>• Ensure adequate supply of water and foam to fight fire.</li> </ul>
12.	Transport Department	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>• Obtaining lists of risk areas and review of bus timings and available shelters in the high-risk areas.</li> <li>• Planning for shade/shelter, drinking water and fans in the waiting areas of passengers.</li> <li>• Display of precautionary measures (Do's and don'ts) on buses, autos, in bus stations &amp; auto stands and distribution of pamphlets to passengers.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>• Review measures of Heatwave Action Plan-HAP with cab operator/auto/transport associations and also Highway patrol.</li> <li>• Provide ORS, ice packets etc. and medical services in bus stations.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
		<ul style="list-style-type: none"> <li>Pilot project to provide emergency ice packs and heat-illness prevention materials to transit staff and all transport departments.</li> <li>Display posters &amp; distribute pamphlets on prevention of heat related illness in bus stands, auto stands etc.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Establish health teams at major bus stands/ terminals and other public places.</li> <li>Ensure availability of shade/shelters, drinking water, ORS packets etc., in bus stands, auto stands etc.</li> <li>Inform all the contractors and officers to keep road site jobs closed during 12 to 4 p.m.</li> <li>Make provision of water and buttermilk for all laborer staff.</li> <li>Display of messages inside the bus on TV screen about RED alert.</li> </ul>
13.	Electricity Department	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Create awareness among people on energy conservation.</li> <li>Develop a policy for power cuts depending on vulnerable areas and population. Power shedding should be cut down/reduced during severe heat (frequency and timing).</li> <li>The timing should be announced before one day.</li> <li>Issue guideline for workers of the department.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>Ensuring efficient electricity supply.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>No power cuts during red alert.</li> </ul>
14.	Directorate of Animal Husbandry & Veterinary Sciences	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Create awareness on effect of heat wave on livestock through Information Education and Communication-IEC activity.</li> <li>Construct water trough for animals at strategic locations.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>Arrangements of drinking water for animals at strategic locations.</li> <li>Stock essential medicines to deal with heat related stress in livestock.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Keep animals in shade and ensure they are not dehydrated.</li> </ul>

Sr. No.	Department	Roles and Responsibilities
15.	Department of Tourism	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Display of Heat Wave precautionary measures for tourists during summer at tourist points specially beaches and related information in website of department of tourism.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>Disseminate heat wave early warning to tourist through Display board, social media, SMS or another media.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Ensure the availability of drinking water and cooling place if needed.</li> </ul>
16.	NGO's/Civil Society Organization/Religious Organization/CSR	<p><b>Yellow Alert (Stay Updated)</b></p> <ul style="list-style-type: none"> <li>Training and distribute heat protection materials.</li> <li>Dissemination of heat wave do's and don'ts.</li> <li>Increase outreach programmes to different vulnerable groups.</li> </ul> <p><b>Orange Alert (Moderate Condition)</b></p> <ul style="list-style-type: none"> <li>Conduct training workshops and outreach sessions with community groups and mobilizers such as Self Help Groups, Panchayats, Anganwadi workers and municipal councilors to help inform and get vulnerable communities more actively involved.</li> <li>Incorporate other sectors and community leaders to increase reach to communities.</li> <li>Encourage individuals to discuss the early signs of heat exhaustion with their local doctor or Urban Health Centers.</li> <li>Inform fellow community members about how to keep cool and protect oneself from heat.</li> </ul> <p><b>Red Alert (Severe Condition-Take Action)</b></p> <ul style="list-style-type: none"> <li>Regular meetings with community groups and inform them about red heat alert.</li> <li>Limit heavy work in direct sun or indoors if poorly ventilated, especially during a heat alert.</li> <li>Communicate to keep cool and hydrated during the heat season by drinking water, staying out of the sun and wearing light clothing.</li> <li>Check on vulnerable neighbours, particularly during a heat alert.</li> </ul>

**Measures for Prevention and Mitigation of Impacts of Heatwave:****Cool Roofing Material**

The choice of an appropriate cool roof material in a particular context depends on a range of factors, from existing roof material, life and maintenance, availability, cost, time needed for installation and availability of skilled labor. To help cater to a range of contexts, cool roofs techniques can be broadly divided into four categories and building owners can choose from these techniques as appropriate for implementing cool roofs.

- i. **Coated Cool Roofs:** These roofs involve the coating of a material or paint with high reflectivity on top of a conventional roof material to increase the roof surface's solar reflectance index. These are liquid applied coatings made of simple materials such as lime wash or an acrylic polymer or plastic technology and are usually white in color.
- ii. **Membrane Cool Roofs:** These roofs involve using pre-fabricated materials such as membranes or sheeting to cover an existing roof in order to increase the roof surface's Solar Reflectance Index-SRI. These types of roofs can be polyvinyl chloride (PVC) or bitumen-based.
- iii. **Tiled Cool Roofs:** These roofs involve the application of high albedo, china mosaic tiles or shingles on top of an existing roof or to a new roof. Roof tiles may help in controlling the temperature inside your house. This makes the house less warm, uses less power and makes it more comfortable. Most of traditional houses in Goa make use of Manglore Tile roofing only as it is resistant to extreme weather conditions, including heat, wind, rain and even fire.
- iv. **Green Roofs:** Green roofs make use of vegetation to help the roof absorb less solar energy by providing a thermal mass layer to reduce flow of heat into a building. Vegetation is especially useful in reflecting infrared radiation. Green roofs are also considered cool roofs, but due to higher costs and need for water, they are likely not a cost-effective solution for heat reduction in low-income communities in India.

The cost implications vary by the type of material used for cool roofing. However, most of these materials have been applied locally in India and are available through local vendors.

**5.5 Plant trees or erect shade structures in strategic locations.**

Trees and vegetation that directly shade your home can lower surrounding temperatures; this can decrease the need for air conditioning, make your home more comfortable, and reduce your energy bill. Trees also protect your family's health by improving air quality, providing cooling shade for outdoor activities, and reducing your exposure to the sun.

**5.6 Use cool paving materials in your driveway.**

If you've ever walked barefoot on hot pavement, you know it can heat up quickly in the sun. Hot pavement also transfers heat to the surrounding air, adding to the urban heat island effect. Cool pavement stays cooler in the sun than traditional pavement by reflecting more solar energy or enhancing water evaporation. Cool pavement can be created from asphalt and concrete, as well as through the use of coatings or grass paving.

**5.7 Replace your old cooling devices.**

Replace the old or damaged cooling units which are inefficient and more energy consumption devices, meaning you're paying more money for less actual cooling ability. We should purchase energy efficient devices before we need it.

**5.8 Contribute to a community-wide heat response plan.**

Many state and local governments have already developed plans that identify locations, infrastructure and people that are vulnerable to climate change and extreme heat. These plans also describe actions a community can take to improve resilience. Check online or call your local representatives to see if your community has a plan. If you are interested in heat response planning efforts in your community, your town or city hall is a great place to start. Ask how you can get involved.

**5.9 Find out about local heat alert systems and subscribe to them:**

Local governments, weather stations, medical providers, or others may have systems for issuing heat alerts through the television, radio, newspapers, phone calls, social media, texts, emails or the internet. Find out what systems are in place for your community and sign up to receive alerts.

**5.10 Determine whether there are resources for support in your community:**

Community based organizations should come forward to beat the heat wave through supply of drinking water and other community wellbeing activities like putting of shade at prominent places etc.

**5.11 Recurring/regular activities:**

- Putting up display boards for colour coded heat alerts and Do's and Donts in public places such as parks, hospitals, etc.
- Multiple medium of communication (preferably in Konkani language) like TV, Radio and newspaper for awareness.
- Identify and reduce awareness gaps through disseminating of information using pamphlets, hoardings, LED display on advertisement boards.
- Change in timings of schools, colleges, offices, markets etc.

**SUGGESTED SHORT-TERM AND LONG-TERM MEASURES TO REDUCE HEAT WAVE IMPACTS****5.12 Short-term activities**

- Installing temporary kiosks for shelter and distribution of water, medicines, etc.
- Developing mobile applications for spreading awareness on heat-related issues and locating shelters, drinking water kiosks, etc.
- Issuing advisories for tourists.
- Setting up special cool shelters for "Wage Employment Programmes" such as Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGA).
- Providing shade and drinking water for on duty traffic personnel.

**5.13 Medium-Term activities**

- LED display boards installed at District Headquarters displaying the real time weather data pertaining to rainfall, temperature, humidity and wind speed should be incorporated into precautionary measures for Disaster Management.
- Involving Forest Department for collecting local coping and adaptation strategies, indigenous technologies such as vernacular building materials, construction of green building, energy conservation building codes (ECBC) etc. related to heat wave risk mitigation.

- New heat wave criteria must be evolved based on gridded data with maximum and minimum temperature, to develop a scientific model to determine all-cause mortality.
- Zonal/regional Heat Action Plan for all municipal corporations.
- Identify “Heat Hot Spots” in Goa through appropriate tracking and modelling of meteorological data and promote the timely development and implementation of local Heat Action Plans with strategic inter-agency coordination, and a response which targets the most vulnerable groups.

#### **5.14 Long term activities**

- Installation of Green Roof Tops to minimize the in house temperature.
- Use of white paint (Chinii Mitti)/white glazed tiles on rooftops for reflection of Sun rays and avoiding heat wave.
- Focused capacity building heat wave mitigation management should be added in school curriculum to sanitize school children and local people.
- Training programmes in local level/community level for awareness among people.
- Integrate climate variability of heat wave plan through response and feedback data collection.
- Operational forecast of maximum temperature over India in short, medium and extended range timescale is very useful in giving Heat Wave Outlook.
- Upgradation of forecast system & associated equipment to provide heat wave alerts minimum of 2 to 3 weeks prior to the event.
- Health harming air pollution apportionment studies, emission inventories and health impact assessments of ambient and household air pollution through State wise Clean Air Action Plans, and use these findings to inform policies.
- targeted at reducing the main sources of pollution via an inter-ministerial approach.
- Evaluation of cascading effects of heat waves over flood, drought and hydrological models.
- Involvement of academia along with collaboration and more participation from higher educational institutes may be developed. The centres for excellence and dedicated research centres may have pivotal role to play.

#### References

1. Guidelines for Preparation of Action Plan - Prevention and Management of Heat Wave 2019
2. Gujarat State Action Plan: Prevention and Mitigation of Impacts of Heat Wave-2020
3. Number of deaths due to heat waves across India from 2008 to 2021\_www.statista.com
4. Be Smart Be Prepared-Disaster-Guide-NDMA
5. State Action Plan on Climate Change for The State of Goa for Period of 2020-2030
6. Statement on Climate for the State of Goa: 2022 Jointly prepared by India Meteorological Department and Government of Goa.
7. The Telangana State Heatwave Action Plan 2021

**Annexure I****Heat wave Do's and Don'ts**

Heat Wave conditions can result in physiological strain, which could even result in death. To minimize the impact during the heat wave and to prevent serious ailment or death because of heat stroke, the following measures are useful:

**Do's****Must for All**

- Listen to Radio; watch TV; read Newspaper for local weather news or download weather information related mobile app.
- Drink sufficient water - even if not thirsty. Persons with epilepsy or heart, kidney or liver disease who are on fluid-restricted diets; or have a problem with fluid retention should consult a doctor before increasing liquid intake.
- Use ORS (Oral Rehydration Solution), homemade drinks like lassi, torani (rice water), lemon water, buttermilk, coconut water, etc. to keep yourself hydrated.
- Wear lightweight, light-coloured, loose, cotton clothes. • If outside, cover your head: Use a cloth, hat or umbrella. Use sunglasses to protect your eyes and sunscreen to protect your skin.
- Get trained in first aid.
- Take special care for the elderly, children, sick or overweight as they are more likely to become victims of excessive heat.
- Grow more trees.

**Employers and Workers**

- Provide cool drinking water at the workplace.
- Provide resting shade clean water, buttermilk, first-aid kits with ice-packs and ORS (Oral Rehydration Solution) for all workers.
- Caution workers to avoid direct sunlight.
- Schedule strenuous jobs to cooler times of the day.
- Increasing the frequency and length of rest breaks for outdoor activities.
- Give lighter work and shorter hours to workers new to a high heat area.
- Pregnant women and workers with a medical condition should be given additional attention. Notify workers about heat wave alerts.

**Other Precautions**

- Stay indoors as much as possible.
- Traditional remedies like onion salad and raw mango with salt and cumin can prevent heat stroke.
- Never leave children or pets alone in a closed vehicle.
- Use fans, damp clothing and take a bath in normal water frequently.
- Offer water to vendors and delivery people who come to your home or office.
- Use public transport and car-pooling. This will help reduce global warming and heat.
- Don't burn dry leaves, agriculture residue and garbage.
- Conserve water bodies. Practice rainwater harvesting.
- Use energy-efficient appliances, clean fuel and alternative sources of energy.
- If you feel dizzy or ill, see a doctor immediately or ask somebody to take you to the doctor immediately.

**FOR A COOLER HOME**

- Use solar reflective white paint, cool roof technology, air-light and cross ventilation and thermocol insulation for low-cost cooling.
- You can also keep haystacks or grow vegetation on roofs.

- Install temporary window reflectors such as aluminium foil-covered cardboard to reflect heat back outside.
- Keep your home cool, use dark color curtains, tinted glass/shutters or sunshade and open windows at night. Try to remain on the lower floors.
- Green roofs, green walls and indoor plants reduce heat by cooling the building naturally, reducing air-conditioning requirements and release of waste heat.
- Maintain AC temperature at 24 degrees or lower. This will reduce your electricity bill and make your health better.

**WHILE CONSTRUCTING A NEW HOME:**

- Use cavity wall technology instead of regular walls.
- Construct thick walls. They keep the interiors cool.
- Construct lattice walls and louvered openings. They allow maximum air flow while blocking the heat. Use natural materials like lime or mud to coat walls.
- Avoid glass, if possible.
- Consult a Building Technology expert before construction.

**FOR CATTLE**

- Keep animals in shade and give them plenty of clean and cold water to drink.
- Do not make them work between 11 a.m. to 4 p.m.
- Cover the shed roof with straw, paint it white or plaster with dung-mud to reduce temperature.
- Use fans, water spray and foggers in the shed.
- During extreme heat, spray water and take cattle to a water body to cool off.
- Give them green grass, protein-fat bypass supplement, mineral mixture and salt. Make them graze during cooler hours.

**DON'TS**

- Avoid going out in the sun, especially between 12.00 noon and 3.00 p.m.
- Avoid strenuous activities when outside in the afternoon.
- Do not go out barefoot.
- Avoid cooking during peak hours. Open doors and windows to ventilate cooking area adequately.
- Avoid alcohol, tea, coffee and carbonated soft drinks, which dehydrates the body.
- Avoid high-protein, salty, spicy and oily food. Do not eat stale food.
- Do not leave children or pets in parked vehicles.
- Avoid using incandescent light bulbs which may generate unnecessary heat, as can computers or appliances.

**TIPS FOR TREATMENT OF A PERSON AFFECTED BY SUNSTROKE:**

- Use a wet cloth/pour water on the victim's head.
- Give the person ORS to drink or lemon sarbat/torani or whatever is useful to rehydrate the body.
- Take the person immediately to the nearest health centre.
- If consistently experiencing high body temperature, throbbing headache, dizziness, weakness, nausea or disorientation in the summer, call an ambulance.

**THE BEST DEFENCE AGAINST EXTREME HEAT IS TO BE PREPARED, AND REMEMBER:**

**Get ready:** Take steps now to prepare your home, workplace and community for preparation and prevention of heat wave.

**Get set:** Know the symptoms of heat-related illnesses and what to do in an emergency.

**Go:** Check on those who may need help during an extreme heat event, like children, elderly family members, homebound neighbours, or outdoor workers.

**Annexure II**

(Refer Para 3.0)

Case Definitions

**Range of Heat Illness – Typical Presentations – symptoms, signs and prognosis**

Climate Entity	Age Range	Setting	Cardinal Symptoms	Cardinal/Important Signs	Pertinent Negative finding	Prognosis
Heat rash/ prickly heat/ Malaria	All, but frequently children	Hot environment; +/- insulating clothing or swaddling (Wrap in tight clothes)	Itchy rash with small red bumps at pores in the skin. Seen in setting of heat exposure; bumps can sometimes be filled with clear or white fluid	Diffused red colour skin or vesicular rash, itching of the skin without visible eruption	Not focally distributed like a contact dermatitis	Full recovery with elimination of exposure and supportive care
Heat Exhaustions	All	Hot environment typically with exertion, +/ insulation clothing	Painful spasms of large and frequently used muscle groups	Uncomfortable appearance, may have difficulty fully extending affected limbs/ joints	No contaminated wounds/tetanus exposure; no seizure activity	Full recovery with elimination of exposure and supportive care
Heat Exhaustions	All	Hot environment +/- exertion; +/ insulating clothing or swaddling (Wrap in tight clothes)	Feeling overheated light headedness, exhausted and weak, unsteady, feeling	Sweaty/ diaphoretic flushed skin; hot skin; normal core temperature; +/- dazed, +/- dizziness	No coincident signs and symptoms of infection; no focal weakness; no difficulty in	Full recovery with elimination of exposure and supportive care; no progression to heat syncope/

Climate Entity	Age Range	Setting	Cardinal Symptoms	Cardinal/ Important Signs	Negative finding	Pertinent finding	Prognosis
		vomiting, sweaty and thirsty, inability to continue activities	generalized weakness, slight disorientation	swallowing food or speech; no overdose history		stroke if continues exposure	
Heat syncope	Typically Adults	Hot environment ; +/- exertion +/- insulating clothing or swaddling (Wrap in tight clothes)	Feeling hot and weak; light-headedness followed by a brief loss of consciousness	Brief generalized loss of consciousness in a hot setting, short period of disorientation, if any	No seizure activity no loss of bowel or bladder continence no focal weakness; o difficulties in food swallowing or speech	Full recovery with elimination or exposure and supportive care; progression to heat stroke if continued exposure	
Heat Stroke	All	Hot environment +/- exertion; +/- insulating clothing or swaddling (Wrap in tight clothes)	Sever overheating; profound weakness; disorientation, not fully alert, convulsion, other altered mental status	Flushed, dry skin (Not always) core temp > 40 C or 104 F; altered mental status with disorientation, incoherent behaviour, coma, convulsion, tachycardia; +/- hypotension	No coincidental signs and symptoms of infection, no focal weakness; no difficulties in food swallowing or speech	25-50 % mortality even with aggressive care; significant morbidity even if survives	

**Annexure-III****Heat Illness Treatment Protocol**

Recognizing that treatment protocols may vary slightly according to the setting (EMS, health centre, clinic, hospital emergency department, etc.), the following should apply generally to any setting and to all patients with heat related illnesses:

1. Initial patient assessment primary survey (airway, breathing, circulation, disability, exposure), vital signs including temperature.

2. Consider heat illnesses in differential diagnosis if:

a) Presented with suggestive symptoms and signs

b) Patient has one or more of the following risk factors:

i. Extremes of age (infants, elderly)

ii. Debilitation/physical deconditioning, overweight or obese

iii. Lack of acclimatization to environmental heat (recent arrival, early in summer season)

iv. Any significant underlying chronic disease, including psychiatric, cardiovascular, neurologic, hematologic, obesity, pulmonary, renal and respiratory disease.

Taking one or more of the following:

i. Sympathomimetic drugs

ii. Anticholinergic drugs

iii. Barbiturates

iv. Diuretics

v. Alcohol

vi. Beta blockers

3. Remove from environment heat exposure and stop physical activity.

4. Initiate passive cooling procedures:

a) Cool wet towels or ice packs to axillae, groin, and around neck; if patient is stable, may take a cool shower, but evaluate risk of such activity against gain and availability of other cooling measures.

b) Spray cool water or blot cool water onto the skin.

c) Use fan to blow cool air onto moist skin.

5. If body temperature is lower than 40°C repeat assessment every 5 minutes, if patient is fully conscious and improving, attempt to orally hydrate (clear liquids, ORS can be used but not necessary, cool liquids better than cold). If body temperature is 40°C or above, initiate IV rehydration and immediately transport to emergency department for stabilization.

**Annexure-IV****List of Departments concerned with Heat Wave Management**

S. No.	Name of the Concerned Department
1.	Goa State Disaster Management Authority (GOA SDMA)
2.	Directorate of School Education
3.	Electricity Department
4.	Department of Environment and Climate Change
5.	Department of Forests
6.	Goa Institute Public Administration and Rural Development (GIPARD)
7.	Directorate of Agriculture
8.	Department of Health Services
9.	India Meteorological Department
10.	Department of Information and Publicity
11.	Water Resource Department
12.	Directorate of Panchayats
13.	Department of Tourism
14.	Transport Department
15.	Directorate of Fire and Emergency Services
16.	Revenue Department
17.	Department of Urban Development & Directorate of Municipal Administration
18.	Women & Child Development Department
19.	Directorate of Animal Husbandry & Veterinary Services
20.	Public Works Department

**Annexure-V**

**Format A: Deaths Reported due to Heat Wave**

**Year:** \_\_\_\_\_

**Reporting Period:** \_\_\_\_\_

**Date of Reporting:** \_\_\_\_\_

<b>Name of the State:</b>	<b>District</b>	<b>Location</b>			<b>Occupation</b>			<b>Economic</b>			
		Urban	Rural	Total	Farmers	Labourers	Hawkers	Others	Total	BPL	APL
	<b>Age Group</b>	M	F	M	F	M	F				
<b>District 1</b>	0-6 Years										
	7-18 Years										
	19-35 Years										
	36-60 Years										
	61 > Years										
	<b>Sub Total</b>										
<b>District 2</b>	0-6 Years										
	7-18 Years										
	19-35 Years										
	36-60 Years										
	61 > Years										
	<b>Sub Total</b>										
<b>Total State</b>											

\* If any other information related to Heat Wave, please enclose a separate page.

To be reported to Health Department, GSDMA

Name and Designation of the reporting officer

Annexure-VI

**Format B:** Details of the death reported due to Heat Wave (Record to be kept with State Government)

Name and Designation of the reporting officer.

**Signature with Date:**

Annexure: VII

FORMAT C

Daily Report of Heat Stroke Cases and Deaths (District Report to State Government)

To be reported to Health Department, Goa SDMA.

DEATH DUE TO HEAT RELATED ILLNESS: GOA STATE

(To be cummulated at State Level and sent to Central Government)

### **Secretary (Revenue)**

**STATE LEVEL OFFICERS**

Sr. No.	Name & Officer's Designation	Office Phone	Residence	Mobile	Fax

**NORTH GOA DISTRICT LEVEL AUTHORITIES**

Sr. No.	Name & Officer's Designation	Office	Mobile	Fax/Email

Format for important Emergency Numbers:

SOUTH GOA DISTRICT LEVEL AUTHORITIES

The Notification will come into force with effect from the date of publication in Official Gazette.

By order and in the name of the Governor of Goa.

Raghuraj A Faldesai, Under Secretary (Revenue-II).

Porvorim, 15th February, 2024.

Department of Transport  
Directorate of Transport

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**Notification**

D.Tpt/EST/KTCL/3118/2023(Part)/704

Whereas, the Government of Goa formulated a Proposal/Scheme for providing an efficient, adequate, economical and properly co-ordinated road transport service, in terms of section 99 of the Goa Motor Vehicles Act, 1988 (Central Act 59 of 1988) read with rule 311 of the Goa Motor Vehicles Rules, 1991, vide Notification No. D.Tpt/EST/KTCL/3118/2023(Part)/3344 dated 21-12-2023, and published the same in the Official Gazette, Series I No. 39, dated 28-12-2023 and also in local newspapers, namely, OHeraldo, Tarun Bharat and Bhaangarbhui, dated 23-12-2023 (hereinafter called the "said Notification") inviting objections to the said Proposal/Scheme from all persons likely to be affected thereby before the expiry of thirty days from the date of publication of the said Notification in the Official Gazette;

And whereas, the said Official Gazette was made available to the public on 28-12-2023:

And whereas, objections and suggestions received from the public on the said Proposal/Scheme have been considered by the Government.

*Approved Scheme of Road Transport Service of a State Transport Authority*

In accordance with the provision of section 100 (3) of the Motor Vehicles Act, 1988, the below mentioned approved Scheme is hereby published in the Official Gazette:-

(1) Full name of the Undertaking: Kadamba Transport Corporation Limited.

(2) Address: Paraiso De Goa, Alto Porvorim, Bardez-Goa 403521.

(3) Routes or area covered by the Scheme: Area covered from Panaji Bus Stand to Miramar, Dona Paula, Caranzalem, Bambolim, Goa University, Cujira, Taleigao, St. Inez, St. Cruz, and Altinho.

(4) The Undertaking will operate Road Transport Service on the said route/s or area covered by the Scheme to the exclusion complete, of other persons or otherwise.

(5) The nature of the services proposed to be rendered: The proposed service will be of operating Stage Carriages by buses, Mini Buses. The Stage Carriages will be of different types such as, Luxury Stage Carriages, Semi-Luxury Stage Carriages (Electric Vehicles), Electric Buggies in non-motorized roads, etc., with limited stops or direct from one stop to another.

6) The maximum number of vehicles it will ply at any one time under the Scheme are 60 Nos.

(7) The minimum number of vehicles it will ply at one time under the Scheme are 44 Nos. and the minimum number of daily vehicle trips are 500 trips.

(8) Types of vehicles proposed to be used on the service and approximate seating capacity are as under: Vehicles of not less than 14 and not more than 49 seats.

Types of vehicles:

- f) Mini Buses Diesel driven : 30 Seater
- g) Big Buses Electrical : 49 Seater
- h) Mini Bus Electrical : 26 Seater
- i) Micro Bus Electrical : 14 Seater
- j) Buggies Electrical : 11 Seater

(9) No. of trips proposed to be run on each route

Sr. No.	Route	Colour Coding	Total No. of Trips per day
1.	Panaji B.S.-Paryatan Bhavan- Inter state KTC B.S.,- Ferry- Azad Maidan-Kala Academy- Caculo-St. Inez Circle-Imma- culate Church-Patto Circle- Panaji B.S.	Blue	57
2.	Panaji B.S.- Handicraft-St. Cruz Church-GMC-Aldeia de Goa-University-NIO- Miramar-Kala Academy- Divja Circle-Panaji B.S.	Yellow	108
3.	Panaji Market-Miramar- Caranzalem-Kamat Super- market-NIO-Taleigao-Caculo- Parade Ground	Red	78
4.	Panaji B.S.- Multi car Park- ing-Old Secretariat-Door- darshan-Joggers Park-Fac- tories & Boilers-St. Inez Circle-Kala Academy-Divja Circle-Panaji B.S.	Green	108
5.	Panaji mkt-Caculo-Madhu- ban-Bhatlem-St. Cruz Church-GMC-Cujira	Indigo	102
6.	Panaji B.S.-Patto-Handicrafts- Bhatlem-T.B. Hospital-St. Inez Circle-Panaji mkt-Divja Circle-Panaji B.S.	Violet	79
7.	Panaji B.S.-Patto-Handicrafts- Bhatlem-T.B. Hospital- Shankar Devasthan-Taleigao- St. Cruz-Mary Immaculate H.S.-Patto Circle-Panaji B.S.	Orange	41

(10) Standard rate of fare which it is proposed to charge: Rs. 10/- & Rs. 20/. The fare rate would be as specified by IPSCDL and KTCL from time to time.

(11) The date/s from which the Undertaking will operate (if dates are different

for various routes or areas, mention the same): 01-04-2024.

By order and in the name of the Governor of Goa.

*P. Pravimal Abhishek, IAS, Director of Transport.*

Panaji, 11th March, 2024.

◆◆◆  
Department of Vigilance  
Directorate of Vigilance

#### Order

13/153/2016-VIG/959

Ref.: Order No. 13/53/2016-VIG/4310 dated 28-08-2018.

The below mentioned Ministerial posts of the Directorate of Vigilance which were lapsed have been revived with immediate effect.

Sr. No.	Designation of the post (Lapsable)	Pay level	Sanctioned strength	No. of posts revived
1.	Junior Stenographer	L-4	6	01
2.	Upper Division Clerk	L-4	5	03

The expenditure towards the Pay and Allowance of the above said revived posts shall be debited from the Budget Head 2062—Vigilance; 00—; 105—Other Vigilance Agencies; 01—Directorate of Vigilance (Non-plan); 01—Salaries; Demand No. 22.

The above said posts have been revived with the concurrence of the Personnel Department, Secretariat, Porvorim-Goa vide their U. O. No. 72/F dated 08-01-2024 and Finance Department vide their U. O. No. 1400040472 dated 05-02-2024.

*Dipak M. Bandekar, Director (Vigilance) & ex officio Additional Secretary.*

Panaji, 28th February, 2024.

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